Order Form				
Date:				
Your Name: Shopkeeper or Customer Telephone:	Name:			
Delivery Date:				
Item Ordered	Design Details	Quantity	Price per Unit (AFN)	Total Price (AFN)
			Total	
Drawing of Sample:				
Remarks:				
Shopkeeper or Customer Signature:				

#### **Production Schedule**

Instructions: List production activities and people responsible for each activity. Remember to include quality checks in your production schedule. Number days across the top of the schedule. Put an X under every day needed to complete each activity. Add rows if you need space for more steps. Add columns if you need space for more days.

Product(s):	Quantity:	Start Date:
Shopkeeper or Customer Name:	Price:	<b>Delivery Date:</b>

Activity	Person(s) Responsible	Month(s):									
	Responsible										

# **Materials Purchasing Record**

Quantity (1) x Price per Unit (2) = Total Cost (3)

oupplier 3 Hallie	Item Purchased	Quantity	Price per Unit (AFN)	Total Cost Remarks			
		(1)	Unit (AFN) (2)	(AFN) (3)			
			(-)				

## **Quality Check Chart Product:** Accept or Reject **Shopkeeper or Customer Name:** -Accept (✓) if product is same as or Quantity: very similar to sample or drawing. Price: -Reject (X) if product is different from Start Date: **Delivery Date:** sample or drawing. What to Who Initial When When to Inspect? Standards Accept or Reject Inspects? (Accept = ✓, Reject = X) Complete: Inspect? Product 2 Product 1 1. Materials 2. Workmanship 3. Design 4. Finishing 5. Final Check Completion of order Final product and order is exactly as

Total Accepted: Total Rejected:

requested

## **Costing and Profit Worksheet**

#### I. Materials Cost

Cost per Product (1) x Number of Products (2) = Materials Cost (3)

Sum of all Materials Costs (3) = Total Materials Cost (4)

Materials Required	Cost per Product		Materials Cost
	(AFN) (1)	Products (2)	(AFN) (3)
	Total	Materials Cost (4)	

#### II. Labour Cost

Payment per Piece (5) x Number of Pieces (6) = Labour Cost (7)

Sum of all Labour Costs (7) = Total Labour Cost (8)

Labour Required	Payment per	Number of	Labour Cost						
	Piece (AFN) (5)	Pieces (6)	(AFN) (7)						
Total Labour Cost (8)									

#### III. Hidden Cost

Sum of all Hidden Costs (9) = Total Hidden Cost (10)

Hidden Cost Items	Hidden Cost (AFN) (9)
Total Hidden Cost (10)	

#### **IV. Total Cost**

Total Materials Cost (4) + Total Labour Cost (8) + Total Hidden Cost (10) = Total Cost (11)

Total Materials Cost (AFN)	<b>Total Labour Cost</b>	Total Hidden	Total Cost (AFN)
(4)	(AFN) (8)	Cost (AFN) (10)	(11)

#### V. Profit

Sales Price (12) - Total Cost (11) = Profit (13)

Sales Price (AFN) (12)	Total Cost (AFN) (11)	Profit (AFN) (13)

# **Competition and Your Brand Promise**

What do customers care about?	What does my competition do best?
1. Style — fashionable	
2. Design — shape, size, colour, pattern, uniqueness	
3. Quality — materials, workmanship, finishing	
4. Service — friendly, respectful, reliable	
5. Price — good value	
6. Other — what else?	

# **Sales Tracking by Sales Channel Chart**

Instructions: List your sales channels for sales to shopkeepers and to customers. Record your sales by month.

Sales Channels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total (AFN)
Total Sales to													
Shopkeepers (AFN)													
Total Sales to													
Customers (AFN)													
Total Sales (AFN)													

# Sales Tracking by Product Chart

Instructions: List your products. Record your sales by month.

Products	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total (AFN)
Total Sales (AFN)													

### **Action Plan**

Instructions: Record your sales goal, as well as the actions you need to take to meet your goal. Make sure your goal and actions are achievable and measurable. Ensure you have the resources (time, people, equipment, money) to follow your action plan.

Goal	Action	Deadline	On Track
1. Improve Sales Practices			
-Good customer service			
-Sales			
-Sales Promotions			
2. Find New Shopkeepers			
and Customers			
3. Make New Products		+	
-Update current products			
-Make entirely new products			
-Make entirely new products			

### **Sales Growth Tracking Chart**

Instructions: Record and total your actual sales (1) and your monthly sales targets (2) to date. Subtract monthly sales targets from actual sales to find out if your actual sales are above or below your target ((1) - (2)).

					Comparing	Actual Sal	es (AFN) wi	th Sales Tai	rgets (AFN)				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Actual Sales (1)													
Monthly Sales Target (2)													
Above or Below Target ((1) - (2))													

Product Testing Sheet
Name: Product:
Target Customer:
1. Which design and colour combination do you like best?
Answer the following questions for the design and colour combination you like best.  2. What do you like best about the design?
3. What changes, if any, would you make to the design? A. Material
B. Colour
C. Pattern and final details
D. Shape
E. Size
F. Other
4. Will my target customer buy the product? If not, who will?
5. What price will customers pay for it? What price will shopkeepers pay for it? Customers:
Shopkeepers:
6. Additional comments:

# **Promotional Plan**

Brand Your Product     How will you brand your product?					
2. Develop and Update Sales Tools What sales tools will you develop? Which sales tools will you update?					
Create product					
samples					
Update current sales					
tools					
Choose packaging for					
product and label					
packaging with brand					
(logo) and contact					
information					
3. Promote Your Product					
How will you promote your product?					