

# REVENUE PROJECTIONS and WHAT-IF SCENARIOS

WHAT IS!		WHAT WILL BE-->		WHAT IF?		
	(1)		(2)	(3)	(4)	(5)
	These are my financial numbers from last year		What if I achieve the same net profit percent and the same market share as last year at the market projections from the authorities for next year?	What if I increase net profit percent by raising prices and/or purchasing labor and materials more efficiently, while market share stays the same?	What if I increase my market share by identifying a specific niche and using better marketing tactics, while net profit percent stays the same?	What if I increase net profit percent and my share of market?
My Net Profits last year		Net Profits desired for next year		Net Profits desired for next year	-	-
My Total Revenue last year		Projected total houses to be built next year from Building Authority and Regional Economic Center		My Net Profit as a percent of Sales		Stays the same
My Net Profit as a percent of Sales		Projected total permit valuation next year from Building Authority and Regional Economic Center		My share of the total new houses built in my market	Stays the same	
Total new home permits last year from Building Authority		Revenue I need to make net income I want		Revenue I need to make net income I want		
Total permit valuation last year from Building Authority		Expected Revenue based on my market share as %		Expected Revenue based on my market share of construction dollars		
Number of houses I built last year from my business records		Expected number of projects based on share of total new construction		Number of projects based on share of total new construction	-	-
My share of the total new construction dollars in my market	0.00%	Expected Net Profit based on my net profit percent in dollars		Expected Net Profit based on my net profit % - Dollars		
My share of the total new houses built in my market	0.00%					