**Seminar 2**

**2.Sales budget**

1. Meaning and relationship between Incomes, Expenses, Profit, Loss
2. Types of company’s activity: operating activities, investing activities, financing activities
3. Meaning and ways to define revenue, Net revenue, Net sales
4. Accrual basis of accounting, examples of revenue and cash inflows, examples of expenses and cash outflows
5. Requirements for the sales budget.
6. Factors, influencing the sales budget
7. Types of market structures
8. Product life cycle
9. Overcoming the seasonality
10. Structure of the price
11. Types of the prices
12. Types of pricing strategies

**Task 13**

Fill the table and choose the best variant for:

1. Capturing the market;
2. Maximizing of the profit.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Price | demand =  -1/2\*price + 100 | Revenue | Variable costs | Fixed costs | Profit |
| 10 |  |  |  | 300 |  |
| 8 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 16 |  |  |  |  |  |
| 12 |  |  |  |  |  |

Variable costs per unit 2 hrn.

**Task 14**

Analyze the structure of sale.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Product | Quantity of sale, units. | Structure | Price | Revenue | Structure of revenue | Cost of production per unit | Total cost of production | Profit | Structure of Profit |
| А | 1000 |  | 10 |  |  | 5 |  |  |  |
| В | 1500 |  | 20 |  |  | 10 |  |  |  |
| С | 100 |  | 450 |  |  | 300 |  |  |  |

**Task 15**

Calculate the income budget by quarters, if:

1. production А has price 20 hrn. And quantity 1000 units per quarter
2. production B has price 30 hrn. And quantity, that is constantly increasing on 3% from previous quarter. in I quarter quantity was 500 units.
3. financial investments 10000 hrn. Has the annual rate 5%.
4. sale profit from 50% of financial investments value in III quarter is 20%.
5. in IV quarter firm sold fixed assets (balance value 50000 hrn.+ 10% profit).