

REVENUE BUDGET

Fiscal Period: _____

Business Name: _____

Date Prepared: _____

REVENUE STREAM	PROJECTED	ACTUAL	VARIANCE
Product Sales - Primary	\$	\$	\$
Product Sales - Secondary	\$	\$	\$
Service Fees / Consultations	\$	\$	\$
Subscription / Retainers	\$	\$	\$
Affiliate / Commission	\$	\$	\$
Other Income	\$	\$	\$
Total Gross Revenue	\$	\$	\$
DIRECT COSTS (COGS)	PROJECTED	ACTUAL	VARIANCE
Material & Inventory	\$	\$	\$
Shipping & Packaging	\$	\$	\$

DIRECT COSTS (COGS)	PROJECTED	ACTUAL	VARIANCE
Transaction Fees	\$	\$	\$
Total Net Revenue	\$	\$	\$

STRATEGIC NOTES & OBSERVATIONS