Adventure Works 2008 Sales Proposal

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Executive Summary

The Opportunity
The Concept
The Potential

What We'll Cover Today

- A review of our current products and profits
- 2007 sales research
- Proposed new products
- Costs on return and investment projections
- Terms and conditions
- Strategy and schedule
- Sales and marketing needs
- Questions and answers

Our Current Products

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Previous Year Profits
(in millions)

	2005	2006	2007
Revenue	10.1	27.7	50.0
Cost of Goods	1.8	3.1	4.6
Gross Profit	8.3	24.6	45.4
Total Expenses	3.3	8.1	15.3
Pre-Tax Profit	5.27	16.5	30.1
Pre-Tax Profit as Percent of Revenues	64.6%	59.6%	60.2%

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2008 Sales Research

- Customers
  - › 2008 is projected to attract 920,700 new customers
  - › 27% of first-time customers have become repeat customers
- Transactions
  - › Average sales transaction = $52.17
  - › 75% of customers have bought at least one non-sale item in addition to a sale item
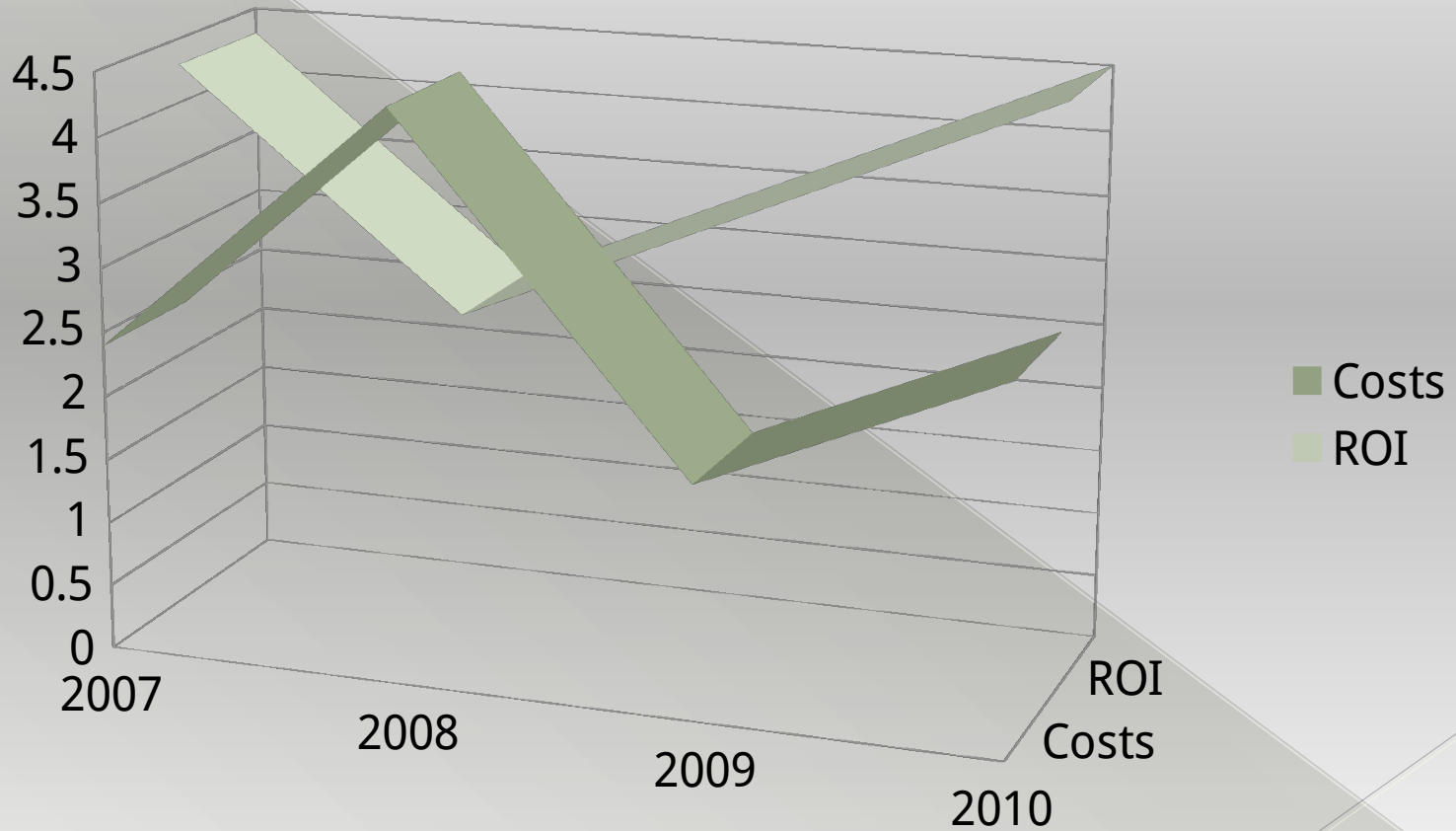
Proposed New Products

- Survival gear
- Sportswear
- Outerwear
- Off-road bicycles
- Fishing equipment and tackle
- Canoes and personal rowing shells

Costs of Return on Investment Projections

Legend:
- Costs
- ROI

Terms and Conditions

Terms and conditions #3

Strategy

- Strategy
  - › Tactic #1
  - › Tactic #2
  - › Tactic #3

Schedule

Adopt plan 3Q08

Sales and Marketing Needs

- Close sales faster
- Present complex concepts quickly and clearly
- Leverage database information (sales numbers, customer locations, etc.)

Close Sales Faster

- Need and solution #1
- Need and solution #2
- Need and solution #3
- Need and solution #4
- Need and solution #5

Present Complex Concepts Quickly and Clearly

- Need and solution #1
- Need and solution #2
- Need and solution #3
- Need and solution #4
- Need and solution #5

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Leverage Database Information

- Need and solution #1
- Need and solution #2
- Need and solution #3
- Need and solution #4
- Need and solution #5

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Questions and Answers