Machias Savings Bank

TEMPLATE

REVENUE CALCULATOR

Use our revenue calculator to quickly work out a ballpark estimate of the revenue potential of your business or idea. Since not all customers make a purchase, this tool helps you estimate the revenue potential based on the percentage of customers who actually make a purchase. Try experimenting with the numbers. For example, to see what difference it would make if you could encourage more customers to make a purchase.

Calculate your revenue potential	
Enter your maximum number of possible customers per day	80
Enter the number of days your business is open each year	300
Total potential customers / year	24,000
Enter the percentage of your customers who make a purchase	40
This is the actual number of customers you have per year	9,600
Enter the value of your average sale per customer	$ 25
Enter the average cost per customer	$ 5

This is your revenue potential **$ 192,000**

Instructions

Enter your estimates for the number of customers and average sales you could expect into the boxes.

Try experimenting with the figures to see what impact they have on your final net revenue amount.

Average cost per customer field: in some cases businesses (for example service businesses) may not have a cost per customer. If this is the case for your business then leave this field blank.

This calculator ignores overheads.