

Name:

I-22.02

Date:

Section:

TurboTummy  
Flexible Expense Budget/Alternative Scenarios  
For a Typical Campaign

	<u>2,500 units</u>	<u>3,000 units</u>	<u>3,500 units</u>	<u>4,000 units</u>
Variable expenses:				
TurboTummy mat	\$ -	\$ -	\$ -	\$ -
Shipping and handling	-	-	-	-
Toll-free phone	-	-	-	-
Credit card fees	-	-	-	-
Miscellaneous items	-	-	-	-
Total variable expenses	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Fixed expenses				
TV commercial	\$ -	\$ -	\$ -	\$ -
Actors and models	-	-	-	-
Studio rental	-	-	-	-
Total fixed expenses	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Total expenses	<u><u>\$ -</u></u>	<u><u>\$ -</u></u>	<u><u>\$ -</u></u>	<u><u>\$ -</u></u>