



CREATING A KICKASS PRESENTATION



SKUFood sales plan template



	January	February	March	April	May	June	July	August	September	October	Novemeber	December
<i>Trade spend</i>												
Flyer specials												
In store special												
Loyalty program												
Demos												
Shelf signage												
Special event												
<i>Marketing spend</i>												
On pack promotions												
Paper coupons												
On-line coupons												
Social media												
Recipes												
Radio												
Newspaper												
Television												
Events												
Sponsorship												
Public relations												
<i>Sales</i>												
Cases per month												

