

Craft Brewery Financial Planning  
Annual Budget Preparation Outline

**Due Dates**

- 1<sup>st</sup> draft due 10/31/20XX
- 2<sup>nd</sup> draft due 11/15/20XX
- Final plan due 12/15/20XX

**Sales Plan**

Leader:

- Jack Black, Sales Manager

Forecast remainder of 2022 by month, high level

Forecast 2023 by month

Use historical numbers, trends, changes for new year

Use VIP data, market data, financial data

Use sales forecast templates

**Gross Profit Plan**

Leaders:

- Kary Shumway, CFO
- Joanne Smith, Inventory Manager

Using sales plan (by brand / package) calculate new sales volumes and related margins

Incorporate any new brands/packages

Look at material margins as well as labor/overhead effect

**Operating Expense Plan**

Leaders:

- Kim Sims, GM
- Jack Black, Sales Manager
- John Kennedy, Warehouse Manager
- Scott Dott, Delivery Manager

Build up payroll schedule by department (additions, wage changes, etc)

Review individual department expenses with each team leader, build up 2023 plan using historical expenses and expected changes

### **Capital Spending Plan**

Leaders:

- Kim Sims, GM
- Jack Black, Sales Manager
- John Kennedy, Warehouse Manager
- Scott Dott, Delivery Manager

Review individual department capital needs with each team leader, buildup 2023 plan

Use capital spending plan template

### **Loan Schedules and Debt Plan**

Leader:

- Kary Shumway, CFO

Roll forward bank and loan schedules

Calculate principal and interest, link this to the master operating schedule