

A yellow triangle graphic pointing towards the top right corner of the page, set against a dark grey background.

# MJS, LLC.

## **Quarterly Marketing Budget**

For the Period Ending 12/31/2009

# Advertising

Advertising	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
Print	\$10,000	11.6%	\$12,000	12.4%	\$10,000	11.6%	\$12,000	12.4%
Radio	10,000	11.6%	11,000	11.3%	10,000	11.6%	11,000	11.3%
Television	25,000	29.1%	28,000	28.9%	25,000	29.1%	28,000	28.9%
Direct Mail	30,000	34.9%	32,000	33.0%	30,000	34.9%	32,000	33.0%
Point of Purchase	5,000	5.8%	6,000	6.2%	5,000	5.8%	6,000	6.2%
Co-op	5,000	5.8%	7,000	7.2%	5,000	5.8%	7,000	7.2%
Other	1,000	1.2%	1,000	1.0%	1,000	1.2%	1,000	1.0%
Totals	\$86,000	#DIV/0!	\$97,000	#DIV/0!	\$86,000	#DIV/0!	\$97,000	#DIV/0!

✓ We need to work on cutting costs on direct mail expenses next quarter

# Sales Promotions

Sales Promotion	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
Trade Shows	\$2,000	15.4%	\$3,000	54.5%	\$2,000	15.4%	\$3,000	54.5%
Sales Force Promotion	10,000	76.9%	2,000	36.4%	10,000	76.9%	2,000	36.4%
Other	1,000	7.7%	500	9.1%	1,000	7.7%	500	9.1%
Totals	\$13,000	1.8%	\$5,500	0.7%	\$13,000	1.8%	\$5,500	0.7%

- ✓ Increase our presence at trade shows, since they have brought in a lot of promising leads

# G&A

	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
<b>G&amp;A</b>								
Clerical	\$100,000	27.5%	\$110,000	28.4%	\$100,000	27.5%	\$110,000	28.4%
Managerial	200,000	54.9%	210,000	54.3%	200,000	54.9%	210,000	54.3%
Telephone	40,000	11.0%	41,000	10.6%	40,000	11.0%	41,000	10.6%
Travel	15,000	4.1%	16,000	4.1%	15,000	4.1%	16,000	4.1%
Supplies	8,000	2.2%	9,000	2.3%	8,000	2.2%	9,000	2.3%
Other	1,000	0.3%	1,000	0.3%	1,000	0.3%	1,000	0.3%
Totals	\$364,000	51.0%	\$387,000	52.3%	\$364,000	51.0%	\$387,000	52.3%

✓ Decrease travel expenses

# HR Development

	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
<b>HR Development</b>								
Videos	\$1,000	2.7%	\$1,000	2.7%	\$1,000	2.7%	\$1,000	2.7%
Workshops	20,000	54.1%	20,000	54.1%	20,000	54.1%	20,000	54.1%
Tuition / Seminars	15,000	40.5%	15,000	40.5%	15,000	40.5%	15,000	40.5%
Other	1,000	2.7%	1,000	2.7%	1,000	2.7%	1,000	2.7%
Totals	\$37,000	5.2%	\$37,000	5.0%	\$37,000	5.2%	\$37,000	5.0%

✓ New workshop is available in August

# Sales Force

	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
<b>Sales Force</b>								
Motivational Programs	\$1,000	0.5%	\$1,000	0.5%	\$1,000	0.5%	\$1,000	0.5%
Recruiting	2,000	1.1%	2,000	1.1%	2,000	1.1%	2,000	1.1%
Salaries and Benefits	150,000	81.5%	150,000	81.5%	150,000	81.5%	150,000	81.5%
Telephone	20,000	10.9%	20,000	10.9%	20,000	10.9%	20,000	10.9%
Training	10,000	5.4%	10,000	5.4%	10,000	5.4%	10,000	5.4%
Other	1,000	0.5%	1,000	0.5%	1,000	0.5%	1,000	0.5%
<b>Totals</b>	<b>\$184,000</b>	<b>25.8%</b>	<b>\$184,000</b>	<b>24.8%</b>	<b>\$184,000</b>	<b>25.8%</b>	<b>\$184,000</b>	<b>24.8%</b>

✓ Training is going strong

# Market Research

Market Research	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
Salaries and Benefits	\$15,000	50.0%	\$15,000	50.0%	\$15,000	50.0%	\$15,000	50.0%
Supplies	5,000	16.7%	5,000	16.7%	5,000	16.7%	5,000	16.7%
Telephone	4,000	13.3%	4,000	13.3%	4,000	13.3%	4,000	13.3%
Travel	5,000	16.7%	5,000	16.7%	5,000	16.7%	5,000	16.7%
Other	1,000	3.3%	1,000	3.3%	1,000	3.3%	1,000	3.3%
Totals	\$30,000	4.2%	\$30,000	4.1%	\$30,000	4.2%	\$30,000	4.1%

# CONCLUSION AND IMPLICATIONS



Grand Totals for Marketing Budget per Quarter