

Order Form

Date:

Your Name:

Shopkeeper or Customer Name:

Telephone:

Delivery Date:

Item Ordered	Design Details	Quantity	Price per Unit (AFN)	Total Price (AFN)
			Total	

Drawing of Sample:

Remarks:

Shopkeeper or
Customer Signature: _____

Quality Check Chart

Product:

Shopkeeper or Customer Name:

Quantity:

Price:

Start Date:

Delivery Date:

Accept or Reject
 -Accept (✓) if product is same as or very similar to sample or drawing.
 -Reject (X) if product is different from sample or drawing.

What to Inspect?	When to Inspect?	Who Inspects?	Standards	Accept or Reject (Accept = ✓, Reject = X)		Initial When Complete:
				Product 1	Product 2	
1. Materials						
2. Workmanship						
3. Design						
4. Finishing						
5. Final Check	Completion of order		Final product and order is exactly as requested			

Total Accepted: _____

Total Rejected: _____

Costing and Profit Worksheet

I. Materials Cost

Cost per Product (1) x Number of Products (2) = Materials Cost (3)

Sum of all Materials Costs (3) = Total Materials Cost (4)

Materials Required	Cost per Product (AFN) (1)	Number of Products (2)	Materials Cost (AFN) (3)
Total Materials Cost (4)			

II. Labour Cost

Payment per Piece (5) x Number of Pieces (6) = Labour Cost (7)

Sum of all Labour Costs (7) = Total Labour Cost (8)

Labour Required	Payment per Piece (AFN) (5)	Number of Pieces (6)	Labour Cost (AFN) (7)
Total Labour Cost (8)			

III. Hidden Cost

Sum of all Hidden Costs (9) = Total Hidden Cost (10)

Hidden Cost Items	Hidden Cost (AFN) (9)
Total Hidden Cost (10)	

IV. Total Cost

Total Materials Cost (4) + Total Labour Cost (8) + Total Hidden Cost (10) = Total Cost (11)

Total Materials Cost (AFN) (4)	Total Labour Cost (AFN) (8)	Total Hidden Cost (AFN) (10)	Total Cost (AFN) (11)

V. Profit

Sales Price (12) - Total Cost (11) = Profit (13)

Sales Price (AFN) (12)	Total Cost (AFN) (11)	Profit (AFN) (13)

Competition and Your Brand Promise

What do customers care about?	What do I do best?	What does my competition do best?
1. Style — fashionable		
2. Design — shape, size, colour, pattern, uniqueness		
3. Quality — materials, workmanship, finishing		
4. Service — friendly, respectful, reliable		
5. Price — good value		
6. Other — what else?		

Action Plan

Instructions: Record your sales goal, as well as the actions you need to take to meet your goal. Make sure your goal and actions are achievable and measurable. Ensure you have the resources (time, people, equipment, money) to follow your action plan.

Sales Goal or Overall Business Goal:			
Goal	Action	Deadline	On Track
1. Improve Sales Practices -Good customer service -Sales -Sales Promotions			
2. Find New Shopkeepers and Customers			
3. Make New Products -Update current products -Make entirely new products			

Product Testing Sheet

Name:

Product:

Target Customer:

1. Which design and colour combination do you like best?

Answer the following questions for the design and colour combination you like best.

2. What do you like best about the design?

3. What changes, if any, would you make to the design?

A. Material

B. Colour

C. Pattern and final details

D. Shape

E. Size

F. Other

4. Will my target customer buy the product? If not, who will?

5. What price will customers pay for it? What price will shopkeepers pay for it?

Customers:

Shopkeepers:

6. Additional comments:

Promotional Plan

1. Brand Your Product How will you brand your product?	
2. Develop and Update Sales Tools What sales tools will you develop? Which sales tools will you update?	
Create product samples	
Update current sales tools	
Choose packaging for product and label packaging with brand (logo) and contact information	
3. Promote Your Product How will you promote your product?	