

# Develop a Sales Plan Case



## Instructions:

Use the 7-step process to develop a sales plan.

## Mission Statement:

By 2023, Jones Company will have annual sales of \$5 million from 5 million pounds (\$1 per pound) and will be the leading supplier of *all-natural frozen vegetables* to restaurants in Atlantic Canada.

## Data:

Current sales are \$1 million dollars from 2 million pounds (\$0.5 per pound) of all-natural frozen vegetables.

Current sales force is vice-president of sales and two sales reps.

Best customer today is SYSCO Distributors, selling \$300,000 from 100,000 pounds.

Many customers are buying direct every week and buying less than 5 pounds a time.