

# Craft Show Profit/Expense Worksheet

by *smallerbox.net*

Show Name \_\_\_\_\_ Show Date \_\_\_\_\_ Show Location \_\_\_\_\_

## *Expenses:*

Check each expense that will be required to attend this show and indicate projected expense in the cost column. Make sure to account for all people that will be working the show with you. For example, if you expect to spend \$5.00 on lunch, and there are 2 people working the show for your business, then the lunch expense will be \$10.00.

### **Show and Equipment:**

### **Cost :**

Booth Fee \_\_\_\_\_  
 Tent \_\_\_\_\_  
 Signage \_\_\_\_\_  
 Display table \_\_\_\_\_  
 Booth decor \_\_\_\_\_

### **Transit:**

### **Cost :**

My Car \_\_\_\_\_  
 Rental car \_\_\_\_\_  
 Rental truck/van \_\_\_\_\_  
 Bus \_\_\_\_\_  
 Plane \_\_\_\_\_  
 Train \_\_\_\_\_  
 Fuel and Tolls \_\_\_\_\_

### **Loding:**

### **Cost :**

Hotel \_\_\_\_\_

### **Meals:**

### **Cost :**

Breakfast \_\_\_\_\_  
 Lunch \_\_\_\_\_  
 Dinner \_\_\_\_\_  
 Drinks/Snacks \_\_\_\_\_

**Labor:****Cost :**

(To calculate labor cost estimate number of hours you'll spend on each task, and multiply that times hourly pay rate. Be sure to double the calculation for each task that will be performed by 2 people. For example an 8 hour show with a booth staffed by 2 people making \$20/hour has an "attending show" labor cost of \$320.00.)

\_\_\_ Pre-show prep \_\_\_\_\_

\_\_\_ Packing for show \_\_\_\_\_

\_\_\_ Traveling to/from show \_\_\_\_\_

\_\_\_ Load in/Pack up at show \_\_\_\_\_

\_\_\_ Traveling to/from show \_\_\_\_\_

\_\_\_ Attending show \_\_\_\_\_

**Total Show Cost:** \_\_\_\_\_

Add all numbers from the right hand column to determine the show's total cost. This is the amount of profit you'll need to earn to break even.

## Profits:

To determine how much money you can make at this show do an inventory of your products and estimate the material and labor costs.

*Example:*

Necklace      \$50      -    (\$10    +    \$20)      =    \$30    X    10    =    \$300

**Item for sale:    Sale Price:    Material Cost:    Labor Cost:    Profit/Piece:    Quantity:    Total:**

\_\_\_\_\_ - ( \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

\_\_\_\_\_ - ( \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

\_\_\_\_\_ - ( \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

\_\_\_\_\_ - ( \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

\_\_\_\_\_ - ( \_\_\_\_\_ + \_\_\_\_\_ ) = \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

**Total Profit Potential:** (add up all the totals in the right column) \_\_\_\_\_

## Should you do this show?

Subtract total show cost from total profit potential. That is how much you could make if you sold ALL of your inventory (after expenses). If you think you'll only sell half your inventory then divide total profit potential by 2 and subtract that from your total show cost. Experiment with these figures to determine how much you need to make to break even and how much you think you can make realistically.

