

Cost Per Customer

- Number of New Customers Per Month: _____
- Monthly Sales Cost: _____
- Monthly Promotion Cost: _____
- Monthly Marketing Cost: _____
- Monthly Additional Marketing Costs: _____

TOTAL MARKETING COSTS _____

- Monthly Rent: _____
- Monthly Communication Costs: _____
- Monthly Electricity Costs: _____
- Monthly Salaries, Commissions, Etc. _____
- Monthly Transport Costs: _____
- Monthly Production Costs: _____
- Monthly Sundry Costs: _____

TOTAL OVERHEAD COSTS: _____

COST PER CUSTOMER = (total marketing costs + total overhead costs) ÷ # of New Customers