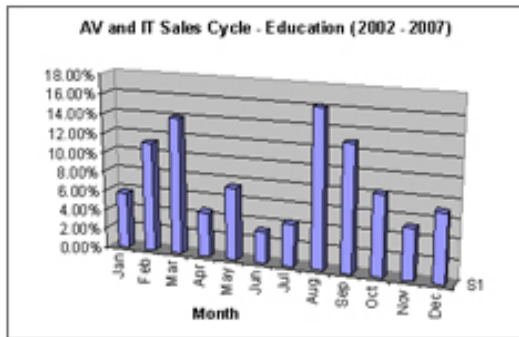


Seasonal Sales of AV and IT products into UK schools

This article provides a snapshot of the seasonal sales trend for AV and IT products installed in schools in the UK as an aid to forecasting.

Planning and forecasting Sales in any sector can be a daunting prospect at any time especially if relevant historical data is not available.

I have analysed the turnover of an SME in the North West of England that sells and installs AV equipment and IT products into Primary and Secondary schools. The figures represent an average over the past 5 years. The Sales figures shown are the percentage of annual invoiced sales.



Monthly Sales as % of total Sales

As the graph shows there are two very significant peaks in February/March and August/September which relate to the main holiday periods when most AV and IT installs are completed. The summer peak represents nearly twice the sales for the average month.

The graph also shows the very low invoicing activity in June which is an effect of the exam period when most installation activity is restricted in schools.

To relate this graph to the timing of orders placed with suppliers one to two weeks prior to the invoice date could be considered realistic based on a relatively short period to install and prompt invoicing strategies of most installers.

About the Author

David Edis-Bates has been Managing Director of three communications systems and IT companies over the past 20 years and is now the CEO of Edis Trading (HK) limited a company in China that designs, manufactures and supplies AV and IT products to distributors.

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