

# Achieve CAPM® Exam Success:

## A Concise Study Guide and Desk Reference

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### WORKSHEET TO ID IN-SCOPE REVENUE SOURCES – CHAPTER 5

The agenda for determining in-scope revenue objectives used our previous consideration of revenue sources. We determined that only those with a medium or higher probability of achieving first-year revenue would be pursued in the project and the others shifted to the parking lot for further consideration after implementation of the project. We were mindful of determining the likelihood of fulfilling the \$50,000 expectation after the first year of operation.

After discussions of the revenue options we determined that concert sales would generate \$35,000 revenue considerably higher than the assumed \$15,000 revenue if we spent a total of \$2,500 rather than the initial \$500 to reach the global market place.

OPTION	OBJECTIVE ANNUAL GOALS	PROBABILITY OF ACHIEVING OBJECTIVE	1-TIME COST OF ACHIEVING OBJECTIVES	HOW TO PROVE
Link to concert ticket sales sites	\$35,000	MEDIUM	\$2,500	On-line accounting
Link to musician sites	\$15,000	HIGH	\$4,000	On-line accounting
Link to clothing sites	\$5,000	MEDIUM	\$500	On-line accounting
Link to musical instrument sites	\$2,500	MEDIUM	\$1,000	On-line accounting
Link to services converting between analog & digital	\$1,000	HIGH	\$2,000	On-line accounting
	\$58,000		\$10,000	

The remainder of the alternatives streams of revenue would be considered after implementation of our website and analysis of our business plan based on actual performance.

Link to musical touring sites	\$20,000	LOW	\$5,000	On-line accounting
Link to high-end audio systems sites	\$10,000	LOW	\$500	On-line accounting
Link to wii-like gaming sites	\$2,000	LOW	2,000	On-line accounting
Link to sheet music sites	\$1,000	LOW	\$500	On-line accounting
	\$33,000		\$8,000	