

# Customer Segment Sales Forecast Template

## 1. Overview

This template provides a structured forecast of projected sales by distinct customer segments for the upcoming fiscal year.

## 2. Customer Segment Details

| Segment Name | Description                                   | Target Market              |
|--------------|---|----------------------------|
| Enterprise   | Large organizations with complex requirements | Corporations, Government   |
| SMB          | Small and Medium-sized Businesses             | Startups, Local Businesses |
| Individual   | End consumers purchasing for personal use     | General Public             |

## 3. Sales Forecast by Segment (Year: 2024)

| Segment    | Q1        | Q2        | Q3        | Q4        | Total Sales |
|------------|-----------|-----------|-----------|-----------|-------------|
| Enterprise | \$280,000 | \$300,000 | \$325,000 | \$340,000 | \$1,245,000 |
| SMB        | \$110,000 | \$115,000 | \$120,000 | \$130,000 | \$475,000   |
| Individual | \$45,000  | \$52,000  | \$56,000  | \$60,000  | \$213,000   |

## 4. Key Assumptions

- Market growth rate expected at 8% per year
- No major disruptions in supply chain or macroeconomic environment
- Enterprise deals based on pipeline as of January 2024
- Pricing remains stable across all quarters

## Important Notes

- Sales forecasts should be updated regularly to reflect actual performance and market changes.
- Segment definitions must be clear and consistently applied to ensure reliable analysis.
- Use historical sales data, market research, and input from account managers when building forecasts.
- This document is for internal planning and should not be distributed externally without appropriate review.