

Scenario-Based Revenue Forecast Document

Overview

This document presents a scenario-based approach to forecast revenues for ACME Inc. over the next fiscal year. Scenario-based forecasting helps explore revenue projections under different market conditions, supporting informed business planning and risk assessment.

Key Assumptions

- Market growth rate varies between -2% (pessimistic) and +10% (optimistic).
- No major changes in product pricing or product mix.
- Customer churn rates remain within historical averages.
- Operational costs are not included in projected revenue figures.

Scenario Definitions

1. Pessimistic Scenario

- Market contraction and slower customer acquisition.
- Revenue growth: -2% YOY.

2. Base Case Scenario

- Stable market with average performance.
- Revenue growth: +5% YOY.

3. Optimistic Scenario

- Strong market expansion and new product adoption.
- Revenue growth: +10% YOY.

Revenue Forecast Table

Scenario	2023 Actual	2024 Forecast	Growth %
Pessimistic	\$5,000,000	\$4,900,000	-2%
Base Case	\$5,000,000	\$5,250,000	+5%
Optimistic	\$5,000,000	\$5,500,000	+10%

Important Notes

- Scenario-based forecasts are not precise predictions but a range of possible outcomes.
- Key assumptions should be revisited regularly as market conditions change.
- Consider incorporating qualitative insights alongside quantitative data.
- This document should be updated with actual results and re-forecasted quarterly.

