

Quarterly Sales Forecast

Section: Key Assumptions

1. **Market Growth:** Assumes an annualized market growth rate of 6% for all product segments, based on recent industry trends.
2. **Pricing Strategy:** No changes in pricing structure are anticipated this quarter; prices are expected to remain stable across all regions.
3. **Customer Acquisition:** Forecast includes a 5% increase in new customer accounts due to expanded marketing campaigns in Q2.
4. **Retention Rate:** Customer retention rate is projected to remain steady at 92% based on historical performance.
5. **Product Launch:** One new product line is expected to launch in mid-quarter, with initial sales contributing 2% to total forecast.
6. **External Factors:** No anticipated supply chain disruptions or significant regulatory changes this quarter.

Important Notes

- This document provides the foundational assumptions on which the entire sales forecast is built.
- Actual results may differ due to unforeseen market or economic changes.
- Regular review and updating of assumptions is recommended as new data becomes available.
- Key assumptions should be transparent to ensure forecast credibility and alignment within the organization.