

New Product Launch Revenue Projection

Product Overview

Product Name	SmartHome Assistant v3
Launch Date	September 1, 2024
Target Market	Homeowners & Tech Enthusiasts
Unit Price	\$120

Revenue Projection (First 12 Months)

Month	Projected Units Sold	Projected Revenue
September 2024	500	\$60,000
October 2024	700	\$84,000
November 2024	900	\$108,000
December 2024	1,200	\$144,000
January 2025	800	\$96,000
February 2025	650	\$78,000
March 2025	750	\$90,000
April 2025	700	\$84,000
May 2025	600	\$72,000
June 2025	500	\$60,000
July 2025	450	\$54,000
August 2025	400	\$48,000
Total	8,150	\$978,000

Key Assumptions

- Unit price of \$120 remains constant for the projection period.
- Marketing push and seasonal promotions are planned for Q4 2024.
- Distribution limited to online channels in the first year.
- Production capacity matches projected demand.

Important Notes

- Revenue projections are estimates and subject to change based on actual market response.
- Always update projections with real sales data after launch.
- Assumptions should be documented clearly and reviewed periodically.
- Consider risks such as supply chain disruptions and competitor actions.
- This document is for internal planning and should not be considered final financial guidance.

