

New Product Launch Sales Estimation Sheet

Product Details

Product Name	SampleTech Widget Alpha
Category	Gadgets
Target Launch Date	2024-09-01
Estimated Unit Price	\$150

Sales Estimation

Month	Projected Units Sold	Estimated Sales Revenue	Remarks
September 2024	500	\$75,000	Launch month; initial distributor push
October 2024	800	\$120,000	Increased marketing activities
November 2024	1,200	\$180,000	Holiday season demand
December 2024	1,500	\$225,000	Year-end campaigns
Total (4 months)	4,000	\$600,000	

Key Assumptions

Assumption	Value/Comment
Price Stability	No price change in first four months
Distribution Channels	Online & retail partners secured pre-launch
Marketing Spend	Moderate promotional budget allocated
Competition	No direct competitor launching simultaneously

Important Notes

- Sales estimations are based on market research and historical launches; real outcomes may differ.
- Regular review and adjustment of projections are recommended as sales data becomes available.
- Include all relevant stakeholders in estimation and review processes for accuracy.
- Document all assumptions and rationales for transparency and future reference.