

# New Product Launch - Sales Estimate

## Product Information

Product Name	Sample Product X
Category	Consumer Electronics
Launch Date	15 July 2024
Target Market	Urban Millennials

## Sales Estimate

Month	Estimated Units Sold	Estimated Revenue
July 2024	500	\$25,000
August 2024	1,100	\$55,000
September 2024	1,700	\$85,000
Total Q3	3,300	\$165,000

## Assumptions

- Unit price assumed at \$50 per unit.
- Estimates based on current market trends and past product launches in similar category.
- No major supply chain disruptions expected during Q3 2024.
- Marketing and promotional campaign scheduled throughout launch quarter.

## Important Notes

- This estimate is for internal planning and subject to revision as new data becomes available.
- Key factors affecting sales include market competition, economic trends, and distribution reach.
- Regular review and adjustment are recommended post-launch for accuracy.
- Document to be updated with actual results for future benchmarking.