

Seasonal Sales Forecast Document

Document Overview

This document provides an analysis and projection of expected sales performance during the upcoming seasonal period. It serves as a reference for inventory planning, staffing, and marketing decisions.

Season Details

Season	Summer 2024
Date Range	June 1, 2024 – August 31, 2024
Prepared By	Sales & Analytics Team
Date of Preparation	April 15, 2024

Historical Sales Analysis

Year	Sales Volume	% Change
2023	12,400 units	+7.2%
2022	11,570 units	+4.9%
2021	11,030 units	-

Forecast Assumptions

- Market demand expected to grow by 6% during the 2024 summer season.
- New product launches anticipated to contribute an additional 2% to overall sales.
- Economic outlook stable with minor fluctuations in consumer spending.
- No significant changes in competitor pricing strategies expected.

Sales Forecast Summary

Month	Forecasted Sales Volume	Projected Revenue
June	4,300 units	\$86,000
July	5,000 units	\$100,000
August	4,800 units	\$96,000
Total	14,100 units	\$282,000

Recommended Actions

- Increase inventory for top-selling SKUs by 10% before June 1.
- Schedule additional staff for peak sales weeks.
- Launch targeted marketing campaigns during the first and last weeks of the season.
- Monitor competitor activity and adjust plans if necessary.

Approval

Prepared by	Reviewed by	Approved by
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Date	Date	Date

Important Notes:

- Seasonal forecasts are based on historical data and market assumptions; actual results may vary.
- It is recommended to review and update the forecast if significant changes occur in demand drivers or external factors.
- This document should be aligned with broader strategic objectives and regularly communicated with relevant stakeholders.
- Continuous monitoring during the season helps adapt plans for optimal results.