

## **Document A: The Q1 Growth Outlook (Sales & Marketing Dept)**

**Focus:** Aggressive Expansion and Market Capture **Company:** Zenith Robotics Solutions

**I. Market Opportunity** We are seeing an unprecedented surge in demand for the "Zenith-V5" warehouse bot. Preliminary Q1 data suggests a **25% increase in lead generation**. We recommend increasing our marketing spend by \$2M to capture the "early majority" in the European market before our competitors finalize their local distribution.

### **II. Financial Targets**

- **Target Revenue:** \$50M (Up from \$35M in Q4).
- **Inventory Goal:** We must ramp up production to **5,000 units/month** to avoid stockouts during the summer peak.
- **Pricing Strategy:** Maintain a "Premium" price point of \$12,500 per unit, as customer surveys indicate high brand loyalty.

**III. Strategic Recommendation** Immediate global launch of the "Titan" heavy-lift module by June 1st. Sales staff have already begun pre-selling these units to key accounts.