**上海博通&代理周报**

**周报时间：20220216**

**一：本周重点产品出货情况（每个产品描述出货数量前2名的客户）**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **序号** | **产品名称** | **出货总数量** | **出货客户名称** | **客户出货数量** | **客户反馈建议** |
| 1 | BK245X | 0 |  |  |  |
|  |  |  |
| 2 | BK2535 | 38K | 德胜激光 | 26K |  |
| 摩恩斯 | 12K |  |
| 3 | BK3435 | 5K | 安微咪鼠 | 5K |  |
|  |  |  |
| 4 | BK3633 | 40.5K | 苏州伯拓电子 | 20K |  |
| 中山海一舟电子 | 18K |  |
| 5 | BK3432 | 12K | 深圳新锐霖电子 | 12K |  |
|  |  |  |
| 6 | BL2028 | 0 |  |  |  |
|  |  |  |
| 7 | BK7251 | 0 |  |  |  |
|  |  |  |
| 8 | BK7252 | 51k | 小艺物联 | 51K |  |
|  |  |  |
| 9 | BK7253 | 0 |  |  |  |
|  |  |  |
| 10 | BK32881 | 200pcs | 艾创力 | 200pcs |  |
|  |  |  |
| 11 | BK32886 | 0 |  |  |  |
|  |  |  |
| 12 | BK3296 | 0 |  |  |  |
|  |  |  |
| 13 | BK3266QN26C | 510K | 魔样 | 102K |  |
| 元烽伦 | 99K |  |
| 14 | BK3266QN32 | 141K | 魔样 | 90K |  |
| 广益 | 12K |  |
| 15 |  |  |  |  |  |
|  |  |  |
| 16 |  |  |  |  |  |
|  |  |  |
| 17 |  |  |  |  |  |
|  |  |  |
| 18 |  |  |  |  |  |
|  |  |  |

**二：下周预计出货数量**

|  |  |  |
| --- | --- | --- |
| **序号** | **产品名称** | **预计出货数量** |
| 1 | BK245X | 1KK |
| 2 | BK2535 | 200k |
| 3 | BK3435 | 100K |
| 4 | BK3633 | 18K |
| 5 | BK3432 | 60K |
| 6 | BL2028 | 51K |
| 7 | BK7251 | 0 |
| 8 | BK7252 | 102K |
| 9 | BK7253 | 420K |
| 10 | BK32881 | 30K |
| 11 | BK32886 | 0 |
| 12 | BK3296 | 0 |
| 13 | BK3266QN26C | 230K |
| 14 | BK3266QN32 | 51K |
| 15 |  |  |
| 16 |  |  |
| 17 |  |  |
| 18 |  |  |

**三：下周预计需要的技术支持资源**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **序号** | **产品名称** | **客户名称** | **需要支持客户联系方法&地址** | **需要支持的大致时间** |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |
| 7 |  |  |  |  |
| 8 |  |  |  |  |
| 9 |  |  |  |  |
| 10 |  |  |  |  |
| 11 |  |  |  |  |

**四：本月以及后续三个月需求预测**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **序号** | **产品名称** | **本月** | **N+1** | **N+2** | **N+3** |
| 1 | BK245X | 450K | 3KK | 3.6KK | 4KK |
| 2 | BK2535 | 60K | 860k | 860k | 860k |
| 3 | BK3435 | 400K | 800K | 1200K | 1500K |
| 4 | BK3633 | 30K | 200K | 260K | 350K |
| 5 | BK3432 | 30K | 260K | 350K | 350K |
| 6 | BL2028 | 102K | 300K | 300K | 400K |
| 7 | BK7251 | 0 | 0 | 0 | 0 |
| 8 | BK7252 | 102K | 250K | 250K | 300K |
| 9 | BK7253 | 420K | 400K | 400K | 400K |
| 10 | BK32881 | 45K | 102K | 102K | 102K |
| 11 | BK32886 | 30K | 60K | 90K | 90K |
| 12 | BK3296 | 0 | 15K | 30K | 60K |
| 13 | BK3266QN26C | 800K | 2KK | 2KK | 2KK |
| 14 | BK3266QN32 | 150K | 150K | 150K | 150K |

**五：竞争对手情况反馈：**

|  |  |  |
| --- | --- | --- |
| **序号** | **竞争对手产品名称** | **竞争对手产品情况描述** |
| 1 | 中科蓝讯8918B | 能驱动240\*280的屏，芯片2.5元左右，主板卖7.7元，对标我们3266QN40D的。 |
| 2 | 杰理6963A4 | 芯片1.5元左右，手环市场对标我们3266QN26 |
| 3 | 杰理AC7003 | 芯片价格1.85含税，ENC耳机，对标3296，市场认可度高 |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| 7 |  |  |
| 8 |  |  |

**六：其他需要反馈的建议**

|  |  |
| --- | --- |
| **序号** | **其他需要反馈的建议简单描述** |
| 1 | BK3435QN40I，不良过高，AES不良近百分之一，宝晔威，易视腾，启望，朝歌这些重点客户都有发现，目前这些不良都在客户工厂烧录环节拦下，暂没有造成严重影响。 |
| 2 | 2.4G 部分物料不良持续超标，上周匠盟退不良： 2451LQN20B 不良率1.4%，2452SOP不良率 0.5%，3632 不良率4%（旧批次物料），申请原厂作芯片更换及产线费用补偿处理 |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |