

## CEO's Speech : New Product or Business Launch

Hello everyone, I am here today to present to you all, our upcoming launch for (name of the new project or business) which is (now explain what this business is to be). Many of you are already aware that we have been working hard over the past (X months/year) to be able to get to where we are today and be ready to move forward with this exciting new venture. I will be (introduce what your role will be in the launch) and during this period, which we estimate will unfold over the next (6 months/1 year), we will be aiming to reach our proposed sales targets such as (Here start to elaborate a little about the goals you wish to achieve over the next coming months or covering the entire year ahead by breaking things down point by point). We are well aware of the current, economic difficulties present within our sector and this will mean that we need to get extra creative and aggressive in our sales methods and marketing ideas such as (list ideas that you already have in mind). Tough times are for us to get tougher and not use the current climate as a negative block but rather an energising spring board for new ideas with our new company. I don't want any of you to feel that you are not able to ask questions or make some smart suggestions and I truly welcome any helpful ideas that any of you might have so please feel free to ask me now or if you prefer in private after the meeting I will really appreciate the fast thinking! We are launching a new (brand/company/idea) which we are hoping to be able to capture a new audience with. Yes there will be pressure on our finances this (year) but we have studied this in depth with our accounting managers (name of person/s) and we feel satisfied that this initial imbalance and pressure will be swiftly overcome to produce a far greater success in the long run. So for this initial period, we will be asking each and every one of you to budget wisely and company expenses will be tightly monitored, this is something that I hope you will all understand and stand behind us on. So enough from me, I will pass the floor over to our (Marketing Manager, Jeff) who will outline a few of our strategic moves we will be deploying over the next (8 weeks/3 months) so that we all have a clear view of what is going to be happening in the company during this exciting launch period  
Thank you all, over to you (Jeff).