Product Launch Plan

Activity # 1

What is your product and how it will work?

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Activity # 2

What is your current market and how you will explore it?

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Activity # 3

The team details, including the managers and front-end employees.

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| Launch Team Job Title | Names and Designations |
| Executive Sponsor |  |
| Launch Team Leader |  |
| Product Manager |  |
| Marketing Manager |  |
| Marketing Communications |  |
| Creative Manager |  |
| Legal and/or Regulatory Compliance |  |
| Early Adopter/Market Testing Manager |  |
| Manufacturing/Supply Chain/Logistics |  |
| Finance |  |
| Sales |  |
| Customer Training |  |
| Intellectual Property Management |  |
| Human Resources |  |
| Customer Change Management |  |

Activity # 4

The details of promotional packages, if offered.

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| --- | --- | --- | --- | --- |
| Promotions | Start Date | End Date | Entitled Employees and their families | Total Number of Units till offer valid |
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Activity # 5

The project wise tasks assigned to each team after launching.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tasks | Resources | Start | End | Jan | Feb | Mar | Apr | May |
| Task 1 |  |  |  |  |  |  |  |  |
| Task 2 |  |  |  |  |  |  |  |  |
| Task 3 |  |  |  |  |  |  |  |  |

Activity # 6

The BTL activities and their details.

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