

# Product Launch Plan

[Subtitle]

[Date]

[Company]

# DOCUMENT HISTORY

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## Author(s) and Contact Information

Name	Location	Email	Telephone

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# PRODUCT LAUNCH PLAN SUMMARY

*High level overview of the product launch plan*

LAUNCH GOALS

PRODUCT SUMMARY

TARGET BUYERS

READINESS ASSESSMENT

LAUNCH STRATEGY

BUDGET

RISKS

# LAUNCH TEAM

*Include all functional areas contributing or affected by the launch.*

Name	Responsibility	Org/Dept	Email	Phone
	Launch Owner			
	Product Management			
	Product Marketing			
	Development			
	Quality Assurance			
	Manufacturing			
	Marketing Communications			
	Social Media			
	Public Relations			
	Analyst Relations			
	Direct Sales			
	Sales Engineering			
	Channel Management			
	Customer Support			
	Professional Services			
	Information Technology			
	Operations			
	Legal			
	Accounting			
	Project Management			

# LAUNCH GOALS

*Identify measurable, observable, time-specific goals.*

	Goal	How Measured
Revenue		
Customer Retention		
Units		
Subscribers		

# PRODUCT – [PRODUCT NAME]

Repeat this section for each product that will be launched.

## DESCRIPTION

The following description should be taken from the Positioning Document.

<b>Primary Message</b>	
<b>Product Description</b>	
<b>Problem-Oriented Features</b>	

## PRODUCT LAUNCH GOALS

Document the launch goals for this product. The launch goals should support the overall goals of the organization and should be supported by management.

	<b>Goal</b>	<b>How Measured</b>
<b>Revenue</b>		
<b>Customer Retention</b>		
<b>Units</b>		
<b>Subscribers</b>		

**BUYERS**

*Create a Buyer Persona Profile for each buyer that will participate or influence the buying decision for this product. Include profiles in the appendix.*

<b>Buyer Category</b>	<b>Buyer Persona Name</b>
Economic	
User	
Technical	

# LAUNCH STRATEGY

Using the Product Launch Strategy Worksheet, indicate the launch strategies that will be utilized for each type of buyer within a market segment. Note that each table represents one market segment. Duplicate for each market segment targeted in the product launch.

[MARKET SEGMENT 1]

	Launch Strategy
Our Customers	
Competitors' Customers	
Evaluators	
Potentials	

## LAUNCH READINESS

Using this table as a guide, indicate the readiness of each functional area with regard to the product being launched. Add more functional areas to the table as required.

Functional Area	 Not Ready <sup>1</sup>	 Caution <sup>2</sup>	 Ready <sup>3</sup>
Sales Channels (direct)			
Sales Channels (indirect)			
Customer Support			
Product Delivery			
Accounting/Finance			
Marketing (promotion)			

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<sup>1</sup> Use red to indicate the area is not ready and as such will severely impact the success of the product launch.

<sup>2</sup> Use yellow to indicate potential problems that could impact launch effectiveness if not addressed.

<sup>3</sup> Use green to indicate a functional area that is prepared and can fully support a successful launch.

## COMPETITION

*For each competitor that is likely to be encountered in the market, complete the table below.*

<b>Competitor</b>	
<b>Product</b>	
<b>Strengths</b>	<i>What are the competitor's strengths?</i>
<b>Weaknesses</b>	<i>What are the competitor's weaknesses?</i>
<b>Counter-Positioning</b>	<i>How will we favorably position our product against this competitor?</i>

## SUPPORTING LAUNCH PLANS

*The following are references to more detailed plans that support the product launch. Each plan has specific actions that are required to bring the functional area up to a level of acceptable launch readiness.*

SALES CHANNEL READINESS PLAN

PROMOTIONAL PLAN

CUSTOMER SUPPORT READINESS PLAN

PRODUCT DELIVERY READINESS PLAN

ACCOUNT/FINANCE READINESS PLAN

LEGAL READINESS PLAN

[XYZ] READINESS PLAN

# LAUNCH ACTIVITIES AND OWNERSHIP

## ORGANIZE

✓	Activity/Deliverable	Owner	Due Date

## EVALUATE

✓	Activity/Deliverable	Owner	Due Date

## PREPARE

✓	Activity/Deliverable	Owner	Due Date

## EXECUTE

✓	Activity/Deliverable	Owner	Due Date

# BUDGET

Summarize key budget amounts and include a detailed budget in the appendix, if necessary.

Month/Year	Item	Budget (\$)	Comment/Details

# RISKS

Document the risks that can impact the launch.

Risk	Impact on Launch <sup>4</sup>	Comments

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<sup>4</sup> High, Medium, Low

# APPENDICES

BUYER PERSONA PROFILES

POSITIONING DOCUMENTS

DETAILED BUDGET