

Product Launch Checklist

By Campbell Rodriguez

- ☐ Planning
 - ☐ Prepare a launch plan - cover all tasks to be performed by production, marketing, sales, product support, and other departments.
 - ☐ Make sure the departments understand their responsibilities for launch tasks.
 - ☐ Make sure the departments have dedicated the required resources to support product launch.
 - ☐ Ensure that all preparations have been completed and the product is ready to launch.
- ☐ Technical
 - ☐ Evaluate the product performance through testing.
 - ☐ Make sure the product meets its defined requirements.
 - ☐ Ensure the product and the production process have been validated.
 - ☐ Make sure that all regulatory approvals and certifications have been obtained.
 - ☐ Check if the product design documentation has been completed and approved.
 - ☐ Make sure the technical data sheets have been prepared.
 - ☐ Ensure that the user documentation, manuals and maintenance instructions have been completed.
 - ☐ Make sure the engineering personnel is ready to address any issues that might arise.
- ☐ Operations
 - ☐ Make sure the manufacturing process documentation or outputs are complete.
 - ☐ Ensure the production processes have been proven using either pilot or actual production lines.
 - ☐ Check if training has been provided to all production workers.
 - ☐ Ensure the demand forecast data has been established.
 - ☐ Select and qualify all suppliers.
 - ☐ Ensure the needed materials and parts are on-order or in stock.
 - ☐ Check the personnel to support planned production.
 - ☐ The distribution pipeline is filled with the appropriate level of product.

☐ Marketing and Sales

- ☐ Key customer feedback, focus groups, test markets, or beta tests were performed prior to launch.
- ☐ Make sure the testimonials or case studies have been prepared.
- ☐ Develop a promotion and advertising plan.
- ☐ Develop advertising copy and prepare media contracts and arrangements.
- ☐ Develop promotional materials and sales literature for distribution.
- ☐ Identify sales and distribution channels.
- ☐ Sales personnel have been trained and have the sales support material and product samples.
- ☐ Product pricing has been established and approved.
- ☐ Final packaging has been designed, approved and ordered.
- ☐ The sales forecast has been updated based on the latest forecast of market demand.
- ☐ The website has been updated.
- ☐ Prepare press releases for distribution.
- ☐ Brief industry analysts or other influential personnel.
- ☐ Announce a product release.

☐ Product Support

- ☐ Make sure necessary support resources are in place.
- ☐ Ensure service and support personnel have been trained.
- ☐ Frequently asked questions (FAQ's) have been identified and responses prepared.
- ☐ Troubleshooting guides, installation guides, and service manuals have been prepared.
- ☐ Spare part requirements have been planned.