

Product Launch Checklist

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- 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.