

# 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.