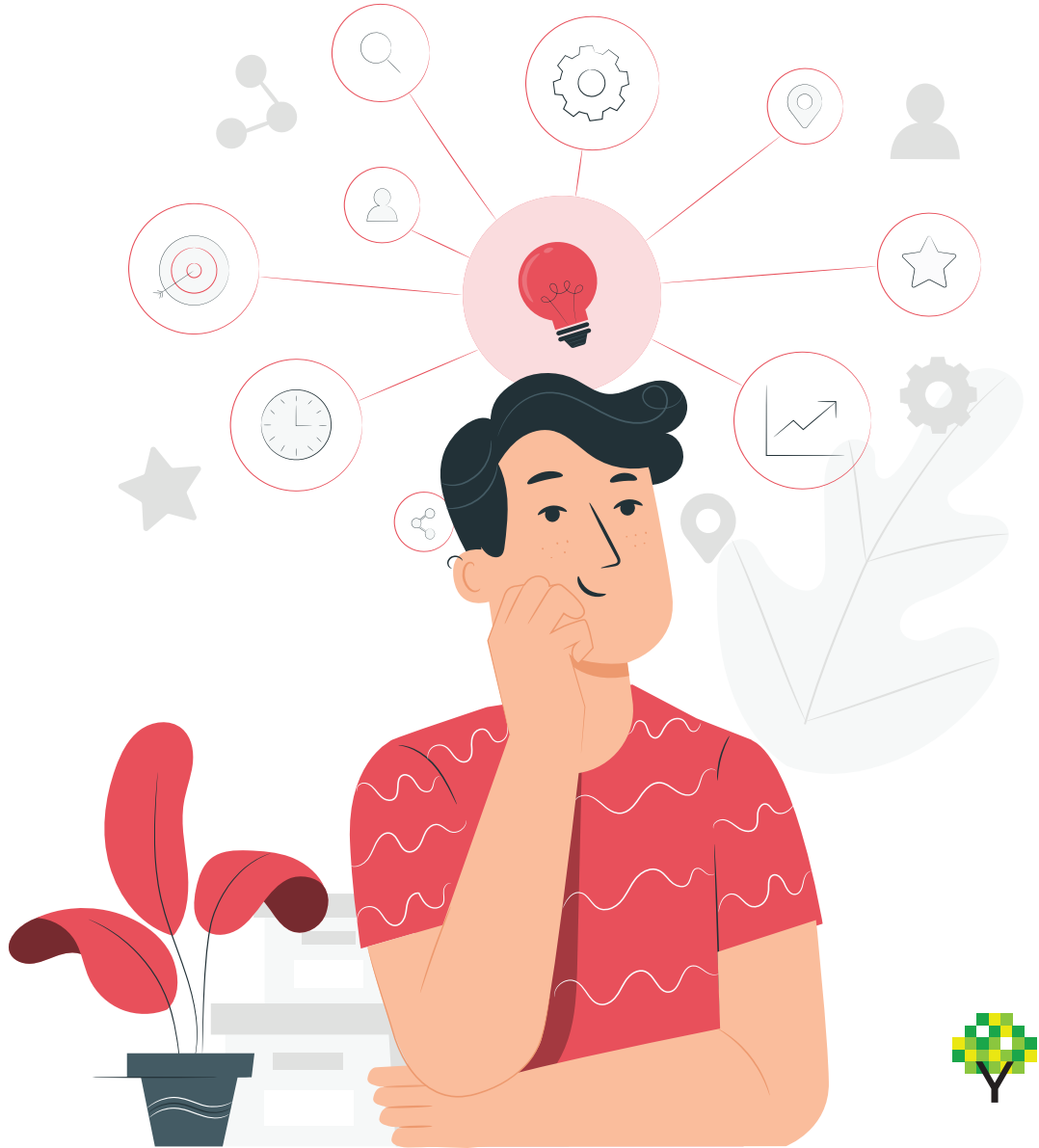


The Product Launch

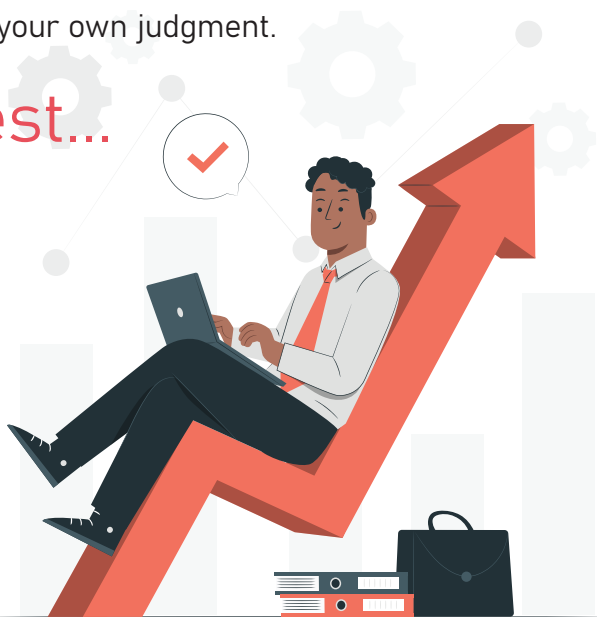
# ✓ Checklist



# Dear Client,

Launching a new product is a highly intricate task, involving numerous processes from initial conception to market release. Without proper attention, some of these processes can be time-consuming. Therefore, we have created this booklet to assist our clients who are eager to introduce new products into the market but may be unsure how to prepare. We have compiled a list of common tasks in this presentation, understanding that specific tasks may vary depending on the product. We strongly advise that you make decisions based on your own judgment.

## All the best...





# LEGAL & COMMERCIAL

- Have customer contracts been established?
- Have all commercial or legal risks been signed-off?
- Are commercial and legal agreements in place with suppliers?

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# PRODUCT PROPOSITION

- Has the overall proposition been clearly established?
- Have target customer profiles been identified?
- Has the product name been finalized and approved?
- Has the product positioning been defined against the current portfolio?
- Have the proposition and key messages been validated and target prospects been identified?

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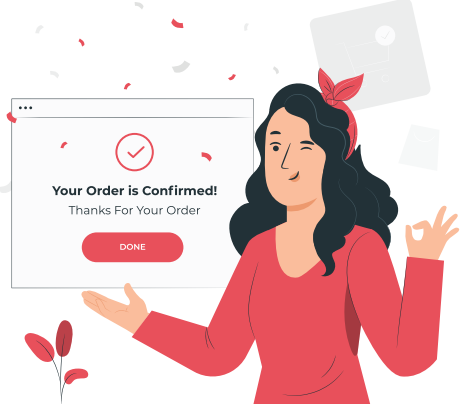
# PRODUCT DEVELOPMENT

- Has the brand identity, including stationary development, been established?
- Has the packaging design, structure, and user guide been finalized?
- Have all new components been developed and put in place?
- Is the new product embedded into any existing processes?
- Are professional and customer service teams prepared?
- Have trials been completed, with confidence to launch based on the trial results?



# CUSTOMER EXPERIENCE

- Can customers find the product easily?
  - Can customers purchase the product conveniently?
  - Will customers receive the product on time?
  - Can customers get support if needed?
  - Can customers cancel or return the product?
  - Can customers pay for the product smoothly?
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# PROMOTION

## Marketing Communication

- Has a customer launch event been planned?
- Are advertising or direct marketing strategies in place?
- Are roadshows, user groups, and/or promotional engagements planned?
- Are online promotions, press releases, and/or magazine articles in place?
- Are website updates in place or planned?

## Lead Generation

- Have tools been established to capture lead customers?
- Is a promotional strategy established for lead customers and existing customers?
- Are specific events planned to generate leads, i.e., trade shows, user groups, or sales events?

## Collateral

- Is there a plan to produce soft copy and printed collateral?
- Have white papers been written to provide more in-depth detail on the product?
- Are different collateral ready for different customer audiences, e.g., executive level?





# PRICING

## Channels Pricing

- Is a channel pricing strategy in place?
- Has pricing structure been defined for different channels?
- Are appropriate commission structures in place?

## Pricing Structure

- Is the proposed pricing structure approved?
- Has the pricing structure been tested on the relevant systems?
- Has the pricing structure been trialed with successful quality gates?
- Is an introductory pricing strategy in place (if any)?

## Competitive Pricing Analysis

- Have you established how your product compares with rivals?
- Have you gained insights on pricing from the channels (direct or indirect)?
- Have you obtained input from suppliers, partners, etc.?

## Pricing Tools

- Have pricing documents been created, approved, and distributed?
- Are tools in place to help customers and sales work out pricing?



# CHANNELS TO MARKET

## Channel Strategy

- Has the sales channel strategy been defined and agreed?
- Are preferred roll-out channels ready?

## Channel Plans

- Are changes to channel processes in place?
- Are channel communication plans drawn up?
- Has the agreement been signed off with each channel?
- Are channel collaterals available, e.g., training packs, sales guides?

## Channel Stock

- Is sufficient stock planned for launch and post-launch?
- Are appropriate stock monitoring and replenishment processes in place?

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# PLANS

## Launch Plans

- Is the launch date set?
- Has the communication strategy for launch been agreed?
- Has the launch plan been developed and agreed?

## Post Launch Plans

- Are post-launch sales targets in place?
- Are post-launch marketing plans in place?
- Are post-launch analysis and evaluations planned?
- Is the budget and resource secured to address post-launch issues?
- Are post-launch development roadmaps planned for the product?
- Is there a process to gather feedback from customers and from the channels?

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# SUPPORT

- Has the after-sales support team been trained on the product?
- Are processes established to deal with after-sales support?
- Are measurement metrics in place to check on performance?
- Are support documents ready, e.g., FAQs, websites, product manuals?

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