

Product Launch Budget Worksheet

Summary

| | | | |
|--------------|---|-----------------|--|
| Product Name | <input type="text" value="Enter product name"/> | Project Manager | <input type="text" value="Enter name"/> |
| Launch Date | <input type="text" value="MM/DD/YYYY"/> | Prepared By | <input type="text" value="Enter your name"/> |

Expense Details

| Category | Description | Estimated Cost (\$) | Actual Cost (\$) |
|-------------------------|---|----------------------|----------------------|
| Product Development | <input type="text" value="e.g. Design, Prototyping"/> | <input type="text"/> | <input type="text"/> |
| Market Research | <input type="text" value="e.g. Surveys, Focus Groups"/> | <input type="text"/> | <input type="text"/> |
| Branding | <input type="text" value="e.g. Logo, Assets"/> | <input type="text"/> | <input type="text"/> |
| Marketing & Advertising | <input type="text" value="e.g. Ads, PR"/> | <input type="text"/> | <input type="text"/> |
| Promotional Events | <input type="text" value="e.g. Launch Event"/> | <input type="text"/> | <input type="text"/> |
| Distribution | <input type="text" value="e.g. Shipping, Logistics"/> | <input type="text"/> | <input type="text"/> |
| Other | <input type="text" value="e.g. Miscellaneous"/> | <input type="text"/> | <input type="text"/> |
| Total | | | |