

# 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			