

Product Launch Planning Proposal

Project Name

Date

Prepared By

1. Executive Summary

2. Product Overview

Product Name

Key Features/Benefits

Target Audience

3. Objectives

4. Success Metrics

5. Launch Timeline

1. Pre-Launch Activities

2. Launch Activities

3. Post-Launch Activities

6. Marketing & Promotion Plan

7. Budget Estimate

8. Team & Roles

- Project Lead

- Marketing

- Sales

- Operations

9. Risks & Mitigation

10. Approvals

Name / Signature

Date
