

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

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- Marketing

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- Sales

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- Operations
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9. Risks & Mitigation

10. Approvals

Name / Signature

Date
