

Product Rollout Proposal

Project Name

Enter project name

Date

1. Executive Summary

Summarize the proposal and objectives

2. Product Overview

Describe the product or service

3. Target Market & Audience

Define the target market and audience

4. Rollout Strategy

4.1 Key Milestones

List major milestones

4.2 Timeline

Outline the timeline

4.3 Channels & Tactics

Describe chosen channels and tactics

5. Roles & Responsibilities

List team members and responsibilities

6. Budget Estimate

Summarize estimated costs

7. Risks & Mitigation

Identify risks and mitigation strategies

8. Success Metrics

Define how success will be measured

9. Approval

Prepared by

Name

Approval Signature

Date