

Product Rollout Proposal

Date: _____

Prepared By: _____

1. Executive Summary

[Provide a brief summary of the product, the purpose of this rollout proposal, and expected outcomes.]

2. Product Overview

Product Name: _____

Description:

[Short description of the product.]

Key Features:

- [Feature 1]
- [Feature 2]
- [Feature 3]

3. Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

4. Target Market & Audience

[Define the target market segments and audience for the product rollout.]

5. Rollout Strategy & Plan

1. **Pre-launch Activities:** [E.g. internal training, teaser campaigns]
2. **Launch Activities:** [E.g. external communications, events]
3. **Post-launch Activities:** [E.g. support, follow-ups]

6. Implementation Timeline

Milestone	Date	Owner
[Milestone 1]	[Date]	[Owner]
[Milestone 2]	[Date]	[Owner]

7. Marketing & Communication Plan

[Outline marketing channels, messaging, and communication plan for the rollout.]

8. Budget Overview

Item	Estimated Cost

[Item 1]	[Cost]
[Item 2]	[Cost]

9. Risk Assessment & Mitigation

Risk	Likelihood	Mitigation Plan
[Risk 1]	[Low/Medium/High]	[Mitigation 1]

10. Success Metrics & Evaluation

- [Metric 1]
- [Metric 2]
- [Metric 3]

11. Appendices

[Include any supporting documents or resources as needed]