

# New Product Introduction Checklist

## PROJECT INITIATION

- ☐ Define project scope and objectives
- ☐ Appoint project manager and team members
- ☐ Establish project timeline and key milestones

## MARKET & CUSTOMER ANALYSIS

- ☐ Conduct market research and competitive analysis
- ☐ Identify target customer and needs
- ☐ Gather voice of the customer (VOC)

## PRODUCT DESIGN & DEVELOPMENT

- ☐ Develop product requirements and specifications
- ☐ Create prototypes and samples
- ☐ Test and validate product performance

## PRODUCTION & QUALITY PREPARATION

- ☐ Finalize manufacturing process and suppliers
- ☐ Establish quality control plan
- ☐ Complete pilot run and resolve issues

## LAUNCH PLANNING & EXECUTION

- ☐ Develop marketing and sales materials
- ☐ Train sales and support teams
- ☐ Plan product launch event or announcement

## POST-LAUNCH ACTIVITIES

- ☐ Monitor customer feedback and product performance
- ☐ Provide customer support and troubleshoot issues
- ☐ Implement process improvements as needed

## NOTES

Add any additional notes here...