

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...