New Product Development Timeline

Product Development Schedu	ule			
Project Title:	60ml Nasty New Packaging	Person In Charge: Jai		Launch Date :
		Team 1: Apis	10000 PCS	06-Jun-17
		Team 1: Epul		

DECISION POINTS/		Forecastin	g Planning	May 2017																				
STAGES	TASKS	3	3 4	4	5 (5	3	10	11	12	13	14	15	5 16	17	18	19	2	21	22	23	24	25	26
PLANNING	IDEA PLANNING																							
STAGE	PRODUCT PACKAGING																							
	VISION/MISSION/STRATEGIES																							
	GOALS																							
	SWOT ANALYSIS																							
PRODUCT DESIGN	LABEL																							
AND DEVELOPMENT	STICKER																							
	BOX PACKAGING																							
	DISPLAY BOX																							
	POSTER																							
	MENU										·											·		

MARKETING	PRE-LAUNCH STRATEGY												
STRATEGY	WEBSITE												
	FACEBOOK, TWITTER, INSTA, ETC.												
	BRANDING												
	PRICING												
	MARKETING TOOLS												
PRODUCTION													

27	30	31	31	REMARKS
				12,000 PCS
				1000 PCS
				1000 PCS