## **New Product Development Timeline**

## Product Development Schedule Project Title: 60ml Nasty New Packaging Person In Charge: Jai Team 1: Apis Team 1: Epul

DECISION POINT	s/	Forecastin	ng Planning	May 2017																					
STAGES	TASKS		3	4	5 6	7	7 8	 10	11	12	13	14	4 15	16	17	18	19	20	2	1 2	2 23	24	25	26	i
DECISION	INITIAL SCREEN																								
POINT 1	MARKET RESEARCH AND TECHNICAL FEASIBILITY																								
STAGE 1	Develop Commercialization Time Line																								
	Assess competition and market share																								
	Assess Customer Needs and Preferences																								
	Identify Target market																								
	Develop product mock up																								
	Hold focus groups																								
	Develop product definintion																								
	Assess technical feasibility of project																								
	Assess mgmt capabilities for project																								
	Recruit Project Team																								
	Determine project costs																								
	Assess regulatory environment etc.																								
	Build business case																								
	Obtain initial round of financing																								
	Other tasks as required:																								
DECISION	SECOND SCREEN																								
POINT 2	PRODUCT DEVELOPMENT AND TESTING																								
STAGE 2	Detail the product development plan																								
	Develop the prototype																								
	Get end-user feedback																								
	Refine product based on feedback																								
	Carry out in-house testing																								
	Do Field trials																								
	Obtain regulatory appovals																								
	Apply for patents																								
	Update business plan																								
	Develop marketing plan																								
	Secure final stage financing																								
	Other tasks as required:																								

DECISION	FINAL SCREEN													
POINT 3	PRODUCTION & MARKET LAUNCH													
STAGE 3	Develop Production Plan													L
	Purchase and set up equipment													
	Train Production Staff													
	Conduct trial production run													
	Quality Assurance Plan													
	Consider R&D function													
	Establish Accounting System													
	Develop Management Reports													
	Obtain & Equip Administration Facility													
	Develop Administrative Systems													
	Develop Distribution Systems													
	Develop Packaging Designs													
	Develop Logistical Systems													
	Establish Prices & Terms of Sale													
	Develop the New Product Brand Program													
	Develop Trade Names & Trademarks													
	Develop Marketing Messages													
	Develop the Graphics Identification													
	Develop the Publicity Program													
	Develop the Advertising Program													
	Develop the Trade Show Program													
	Develop the Company Brochure													
	Develop the Product Brochure													
	Develop the Customer Relations Program													
	Develop the Technical Support Program													
	Develop the User Training Program													
	Develop the Supplies & Parts Program													
	Develop the Internet Site													
	Set up Board of Directors													
	Establish Mentors and business advisors													
	Establish Human Resource Strategy													
	Production Launch													
	Market Launch													
	Other tasks as required:													
	PROJECT REVIEW													

30	31	31	1	2	2	3	4	5	6
