Part I: Complete the Checklist Based on the Scenario Update

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| Product Launch Plan Template | | |
| **Planning Component** | **Recommended Entries** | **Accomplished (Y/N)** |
| Launch Strategy | * Define the overall launch strategy and objectives. * Include product launch forecasts. | N |
| Messaging and Positioning | * Define the product messaging strategy. * Outline product positioning considerations. | Y |
| Pricing and Discounting | * Define the product pricing strategy. * Define potential discounting opportunities. | N |
| Sales Promotions | * Describe planned sales promotions. * Specify sales promotion timing and details. | N |
| Marketing Collateral | * Expand on marketing collateral identified in the Preliminary Launch Plan. * Include social media and web marketing considerations. | N |
| Sales Tools and Demos | * Expand on sales and demo information identified in the Preliminary Launch Plan. | N |
| Advertising and Demand Generation Activities | * Expand on advertising and demand generation activities identified in the Preliminary Launch Plan. | N |
| Public Relations Activities | * Expand on public relations activities identified in the Preliminary Launch Plan. | N |
| Industry Analysts Roll Out and Reviews | * Document industry analysis of your product, evaluating its ability to meet current and future needs. * Share any reviews that add value. | N |
| Events | * List any tradeshows, industry, or digital events planned. * Include event schedules and venues. | N |
| Beta Plan | * Include the Beta Plan as an attachment. * If there is no Beta Plan, define who will participate in product beta testing and how the process will work. | N |
| Schedules and Costs | * Expand on schedule and costs identified in the Preliminary Launch Plan. | N |

Part II: List Issues and Recommendations

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| Launch Planning Issue | Recommendation |
| Commercial market demand generation activities are lagging | Immediately develop a marketing campaign targeting the commercial market, including digital marketing and direct marketing activities. |
| Product pricing strategy is not yet determined | Collaborate quickly with finance and sales teams to establish a clear multi-version pricing structure and discounting policy. |
| Incomplete sales promotions and support tools | Prepare market-specific sales materials, demo videos, and case studies for both military and commercial segments. |
| Beta plan does not include commercial customers | Expand the beta testing scope immediately by inviting potential commercial customers and collecting broader feedback. |
| Insufficient public relations and market visibility | Quickly arrange product showcases and PR events with media and industry analysts to boost market awareness. |