**Product Launch Planning Retrospective Checklist**

Several critical activities must be completed to ensure readiness for the launch phase. Here is a checklist to guide you through the necessary accomplishments and confirmations.

**Part I: Review the Scenario.**

**Use this checklist to evaluate how well the launch was accomplished.**

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| Launch Activity | Synopsis | Completed  Yes/No |
| Team Composition | * Established a cross-functional team * Defined the roles and responsibilities * Commitment by the team | Y |
| Product Positioning | * Value proposition is shared with the market * Product positioning activities are underway | Y |
| Influences and Analysts | * Identified key influencers and analysts * Solicited support for your product | N |
| Marketing Collateral | * Determined appropriate marketing collateral needs * Sufficient marketing collateral is available to support the launch | Y |
| Demand Generation Plan | * Developed a Demand Generation Plan * Validated the plan to support post-launch activities | N |
| Tradeshow and Event Planning | * Identified applicable tradeshows and events * Established the schedules | N |
| Sales and Channel Readiness | * Tools and training to support sales and partner teams are available * All marketing collateral and public relations tools are available | Y |
| Operational and Support Readiness | * Organization can deliver and maintain the product post-sale * Policies and procedures are defined and launch-ready | Y |
| Product Support Readiness | * Help desk support is in place * Customer support training and manuals are available | Y |
| Manufacturing | * Product can be effectively built and delivered * Quality Control and Quality Assurance processes are established | N |

**Part II: Conduct a Retrospective**

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| Question |  | Responses |
| What went well? | A green and white sign with a thumb up  Description automatically generated | * Cross-functional team collaborated very well. * All 120 HVAC units were successfully installed. * Customer was satisfied with the packaging and product functionality. * Full support team and documentation were in place. * Bonus battery feature surprised and delighted customers. |
| What can we improve? | A red and white sign with a thumb down  Description automatically generated | * Early identification of all customer vehicle locations. * Pre-shipment of special electrician tools. * Proactive communication with industry analysts. * Preparation of a comprehensive demand generation plan. * Address early component defects before shipment. |
| What are changes we will strive for on the next launch? | A yellow note with a red push pin  Description automatically generated | * Perform more thorough logistics and inventory checks. * Confirm tool and material delivery timelines early. * Involve industry analysts and media early. |