SAMPLE PROJECT EXECUTION PLAN

PROJECT NAME	PRODUCT BETA LAUNCH

PROJECT SCOPE

Our competitors have recently been first to market with their competing application and have no significant market competition.

Customer research indicates that the market is ready for our product. But first, we have to do a test-market beta launch.

The scope of the project calls for testing the current beta version of the product in the Akron area.

The business objectives of the plan/project are to further determine the effectiveness/viability of the product in the field and gather new test data from customers. Garnering a high approval rating from this test data will indicate a long-term increase in revenue and customers.

The deliverables for the project include meeting or exceeding our business objectives by introducing a beta version of the product to the Akron test market. This beta test will include the following promotion: product instructions, marketing kits, a press release, and a small advertising campaign.

The beta launch will last one week, beginning June 1st. The marketing department will provide the funding for the beta launch.

We are making the following assumptions: that the beta version will attain a high customer-satisfaction rating; and that, in August, we will roll out the finalized product to markets in and outside of Akron.

PROJECT GOALS

The goals of the Akron-based beta test are to further determine the effectiveness/viability of the product in the field and gather new test data from customers. Garnering a high approval rating from this test data will indicate a long-term increase in revenue and customers.

QUALITY SPECIFICATIONS

Customers will rate their satisfaction with the product on a 1-5 scale, 5 being highly satisfied with the product. QA personnel will record any of the product's malfunctions or inconsistencies and then report back to development with these details to ensure that the developers fix the reported defects and deliver a flawless final product.

TECHNICAL SPECIFICATIONS

(See the company intranet for development's technical specifications.)

RESOURCE ALLOCATION

The marketing, dev, project management, QA, and product departments have each committed two employees to participate in the week-long beta test.

PROJECT SCHEDULE

EVENT	PROJECTED START	PROJECTED END
Beta Test of Product in Akron Test Market	June 1st	June 7th

COMMUNICATION PLAN

The technical writing department has provided instructions for the beta test.
Marketing has created marketing kits, a press release, and a small advertising campaign.