

New Product Launch Checklist

Industry: Retail
Function: Multiple
Periodicity: On demand
Setup time: 30 mins
Investment: Rs 2/ Launch/ Store
Value: 30-60 man hours saved/launch
 (1-2 man-hour a day of follow up effort saved)

Overview

A cross-functional collaboration process to ensure that new product launches happen in time and area seamless and error free.

Salient features

- ✓ Quick, Easy checklist setup and launch
- ✓ Automated reminders
- ✓ Real-time pre-collated reports

Benefits


- ✓ On-time, error free execution
- ✓ Consistent Brand experience
- ✓ Easy and effective collaboration
- ✓ Faster launch and revenue growth



Sample

1) Launch Product Details

1.1) Are you ready to launch the new Juicy Crunch Burger? Yes No



Other

1.1) New Ingredients

1.1.1) Have the new corn buns reached the store? Yes No

Other

1.1.2) Have the cut Jalapeno cans arrived? Yes No

Other

1.2) Marketing Material

1.2.1) Have the till cards, standee and wobblers arrived? Yes No

Other

1.2.2) Has the new menu board tran-slide reached? Yes No

Other

1.2.3) have you received the suggestive sell and new product up-sell guidelines? Yes No

Other

1.3) Training Related

1.3.1) Have you received the training note / training video? Yes No

Other

1.3.2) Have the team members been trained? Yes No

Other

1.4) Equipments and Small-ware


1.4.1) Have you received the new ladle for applying the sauce? Yes No

Other

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Launch Product Details

Are you ready to launch the new Juicy Crunch Burger?



Yes

No

Not Applicable

T1
T2 *
T3 *
T4 *
T5 *
T6 *
T7 *
T8

Store Readiness to Launch New Product 2