

New Product Launch Toolkit Menu

The New Product Launch Template Kit includes 7 tools for planning and managing the launch of a new product. The New product launch plan template is used to layout every aspect of your marketing program and activities for launch a new product. The project management GANTT chart template allows you to layout all of the activities associated with a new product launch. The toolkit includes HTML and Flash tools as well as Word, Excel, and project management templates created with Gantt Project an open source project management software package that is available for Java, Windows, iOS and Linux platforms. The GANTT chart templates can be opened with Microsoft Project or you will need a version of Gantt Project freeware which you can download at www.ganttproject.biz.

Instructions: Click the hyperlinks next to the tool description to launch a tool. If you select the HTML version, it will open in your default browser. Selecting the Excel, Word or Gantt Projects versions will open it in that application or give you a choice to open the file with one of those applications.

Table of Tools

Name	Description	Versions
Product Marketing & Management Tools		
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Product Life Cycle Assessment Tool	Use the Product Life-cycle (PLC) Assessment Tool to help you quickly assess key characteristics of a product's life-cycle, which stage it is in, and produce marketing objectives and strategies for that stage.	HTML Excel
New Product Idea Screening Tool	Use The New Product Idea Screening Tool as an aid in the screening process for rating new product ideas, to help you spot good ideas and drop poor ones early in the process to keep product development costs down and speed product concept development.	HTML Excel
New Product Launch Plan	Use this template to layout every aspect of your marketing program and activities for launching a new product. The template can be used for both business-to-business or business-to-consumer product launches.	Word
New Product Marketing Plan Project Template	Use this Gantt Chart template to layout your plans for a new product launch marketing plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.	Gantt Project
New Product Launch Plan Calendar Budget Template & GANTT Chart	Use this Excel Gantt Chart and budget template to layout your new product development and marketing campaign launch plans budget and also track marketing expense. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. This template runs in Excel.	Excel
New Product Launch Plan Project Template	Use this Gantt Chart template to layout your new product channel and communications launch plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.	Gantt Project
New Product Launch Plan Calendar Template	Use this template to layout every aspect of your marketing communications programs and activities for launching a new product. The template can be used for both business-to-business or business-to-consumer product launches.	HTML Excel
Post Launch Product Evaluation Project Template	Use this Gantt Chart template to layout your post new product launch follow-up plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. Note: To launch this template, you must	Gantt Project

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