Attack!
Product Launch

Execute

> " *Winning market share by beating customers' expectations* "

Benefit to your business:
A loyal customer!

You can increase revenue and capture market share by beating customers' expectations with a distinctive product launched on time, within budget.

What we offer:
A process to guide the launch of your product/services

Using our proven methodologies we assist you to create a clear plan of attack that includes:

1. Select Project Team

2. Clarify Product Positioning

Description of Product

Current Market Status

Value to Purchaser

Cost to Produce

Maintenance & Support

3. Define the Market

Description of Customers

Customer Objectives

Market Segmentation

Market Size

Environmental Influences

Customers' Alternatives

4. Formulate a Marketing Strategy

Target Markets

Enterprise Image

Promotion Strategy

Pricing Strategy

Sales Organization

Channels of Distribution

Logistics

Customer Support

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Download the Adobe Acrobat™ Reader Browser Plugin.

5. Conduct Competitor Analysis

Capability/Propensity to Attack

Portfolio Summary Matrix

Generic Strategies

Offering/Market Evolution

Offering/Market Strategy

Directional Policy

Business Risk

Competitive Advantage

6. Execute Development

Objectives

Organization

Market Status of Offering(s)

Personnel/Resource Schedules

Technology Involved

7. Build an Operations/ Production Plan

Organization

Suppliers

Sub-Contractors

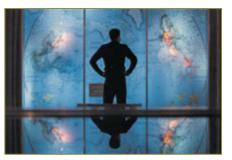*Technology Involved*

Quality Control

Inventory Control

8. Perform Financial Projections

Income Statements

Cash Flow

5 Year Balance Sheet

Financial Assumptions

Financial Ratios

How we will assist you

Through a series of disciplined work sessions guided by our process methodology, Product Launch captures the thinking of a cross functional team which includes key executives and operational managers who represent your entire value chain and may include suppliers and customers.

We guide your team through a structured and disciplined process of the creation and, more importantly, the execution of a successful product launch plan.

Attack! *Product Launch Program*

Stage	Description	Duration
Stage 1	Pre-Session/Team selection	½ Day
Stage 2	Setting Project Objectives & Timeline	½ Day
Stage 3	"Quick Insight"™ Assessment	
Stage 4	Project Implementation Issues / Develop Launch Plan	2 Days
Stage 5	Review Project Implementation	½ Day • ½ Day • ½ Day
Stage 6	Marketing Strategy Presentation / Product Launch	½ Day
Stage 7	Post Launch Assessment (3 months after Product Launch)	½ Day

Weeks: 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16