

Planning

- A product launch plan has been prepared covering all activities to be performed by Engineering, Manufacturing, Marketing, Sales, Product Support, and Field Service.
- Functional departments understand their responsibilities for launch activities.
- Functional departments have committed the necessary resources to support launch activities.
- The launch activities are on track to be completed as currently planned.
- A Production Readiness Review, Product Launch Review or related gate review confirms that all preparations have been completed and the product is ready to launch.

Technical

- Product performance has been evaluated through testing and qualification and the product meets its defined requirements.
- The product and the production process have been qualified or validated and all regulatory approvals and/or certifications have been obtained.
- All product design documentation has been completed and approved.
- The product documentation is under configuration control.
- Technical data sheets have been prepared.
- User documentation, operating manuals and maintenance instructions have been completed. Engineering personnel stand ready to address any issues that arise.

Technical

- Required manufacturing process documentation or outputs (e.g., work instructions, CNC programs, manning plans, etc. are complete.
- New tooling and equipment have been qualified/validated.
- Production processes have been proven/qualified/validated using either pilot production lines or actual production lines.
- Production workers have been trained or training is planned to support initiation of production.
- The product and demand forecast data has been established in the enterprise resource planning (ERP) system and ERP is used to plan and manage the supply chain and production.
- All suppliers have been selected and qualified.
- Needed materials and parts are on-order or in stock.
- Adequate capacity and personnel exist to support planned production.
- The distribution pipeline is filled with the appropriate level of product.

Marketing and Sales

- Market receptivity has been evaluated by key customer feedback, focus groups, test markets, or beta tests prior to launch.
- If the product is being used by beta customers, testimonials or case studies have been prepared.
- A promotion and advertising plan has been developed.
- Advertising copy has been developed and media contracts and arrangements have been made.
- Promotional materials and sales literature have been developed, ordered, and are ready to distribute.
- Sales and distribution channels have been identified and established.
- Sales personnel have been trained.
- Sales personnel have the needed sales literature, sales support material and product samples.
- Product pricing has been established and approved.
- Final packaging has been designed, approved, and ordered.
- The sales forecast has been updated based on the latest forecast of market demand.
- The website has been updated.
- Press releases have been prepared and are ready to distribute.
- Industry analysts or other influential personnel have been briefed as planned.
- A product release and/or general availability has been announced.

Product Support

- Necessary support resources are hired and in place.
- Service and support personnel have been trained or a phased training program is underway.
- Frequently asked questions (FAQ's) have been identified and responses prepared.
- Troubleshooting guides, installation guides, and service manuals have been prepared.
- Spare part requirements have been planned.