

PRODUCT LAUNCH PLAN

PRODUCT NAME	COMPANY NAME

POSITIONING STATEMENT

COMPETITIVE ANALYSIS

MARKET ANALYSIS

PRODUCT STRATEGY	
DISTRIBUTION STRATEGY	PROMOTION STRATEGY

TARGET AUDIENCE	
TYPE OF AUDIENCE	DESCRIPTION
BUY AUDIENCE	
USER AUDIENCE	

TOP-LINE MESSAGE	VALUE 1	VALUE 2	VALUE 3
PRODUCT PROMISE			
CUSTOMER PAIN POINTS			
PRODUCT PROOF POINTS			