

NEW PRODUCT LAUNCH PLAN TEMPLATE

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TASK TITLE	TASK DESCRIPTION	ASSIGNED OWNER	DUE DATE	TASK STATUS
MARKET ANALYSIS				
AUDIENCE PERSONAS				
PRODUCT PRICING				
MARKET POSITIONING				
GO-TO-MARKET STRATEGY				

SALES ENABLEMENT				
INTERNAL COMMUNICATIONS				
EXTERNAL LAUNCH				
METRICS				
POST-LAUNCH FEEDBACK				



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