Product Launch Overview





Module 1 Product Launch Overview



Module 2 – Product Launch Strategies

Module 3 - Pre-launch strategies

Module 4 - Launch Day

PLC Modules

Module 5 - During launch

Module 6 - Launch close

Module 7 - Post launch

Final words

Product Launch Overview



Course Overview

Why Launch a Product?

Why we Need a Strategy!





The Need for Pre Launch

Launch Day and Launch Day Plans

During Launch Planning

Closing Your Launch and Why?





• Final Words





Post Launch Tips