

A background image of two women in business attire. One woman with curly hair is on the left, and a woman with blonde hair is on the right, both looking towards the right. The image is darkened to serve as a background for the text.

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Product Launch Checklist

**WOULD YOU LIKE DIRECT 1-ON-1 HELP TO IMPLEMENT THE STEPS IN THIS CHECKLIST?
FLEXIBLE SERVICES TAILORED TO YOUR SPECIFIC NEEDS – NO ONE-SIZE-FITS-ALL SOLUTIONS HERE.**

**CONTACT US VIA EMAIL:
INFO@TIMEGEEKS.LT**

Project Name/

DATE/

Product Launch Checklist

PREP WORK

Perform Competitive Research

☐

Create the Mood Boards or Design Brief

☐

Decide on your reference sample

☐

Set your product launching budget

☐

PRODUCT DEVELOPMENT

Start working on a technical package

☐

2D Tech Lays

☐

Standard Measurement

☐

Pick out the fabrics

☐

Find the Development Partner

☐

Make the prototype of your product

☐

Do the fitting of 1st prototype

☐

Approve the final prototype

☐

Coordinate Labeling

☐

Coordinate Packaging

☐

Finish up a Tech Pack

☐

SOURCING

- Choose Production Location
- Source Production Factory
- Source Materials
- Negotiate Pricing and Order Quantities



PRE-PRODUCTION

- Submit Purchase Order
- Make Pre-Production Samples
- Carry Out Product fitting
- Make a quality control plan
- Choose a shipping partner



PRODUCTION

- Pay a deposit to start
- Establish Timeline
- Plan for quality control
- Negotiate quality issues
- Pay final balance



POST-PRODUCTION

- Share Feedback to your factory





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