Considerations When Planning New Product Launches for Wholesale Distributors

1) Understanding Current Situation
   - *Market Environment* – what is current opportunity and future outlook for this product?
   - *Competition* – who are the current players? What do the competing distributors stock? What substitutes are available?
   - *Customer Needs and Product Fit* – is the product a match with customer needs? What requests do we have for the product? What research do we have on the need?
   - *Strengths and Weaknesses* of Product Offering

2) Developing Launch Plan
   - Determining Target Audience
   - Pricing Strategy
   - Establishing Stocking Inventory / Dollar Investment
   - Establishing Market Share or Sales Goals
   - Unit Sales and Revenue Forecast
   - Develop Launch Calendar

3) Planning Internal Communication
   - Advance Education for Staff
   - Communicate Goals and Priorities
   - Manage Impact to Existing Efforts
   - Launch Program / Incentives
   - Identify Point-Person for Launch / Product Manager or Champion
   - Develop System for Ongoing Communications
4) Executing an Effective Promotional Strategy

- Determining Budget
- Obtaining manufacturer funds and personnel support

- Integrated Marketing Communications
  - Newsletters
  - Web Site
  - Product Catalog
  - In-store Displays / POP
  - Product Promotional Flyers
  - Coupons / Specials / Gift-with-Purchase
  - Sampling Program
  - Direct Mail
  - PR / Media
  - Events / Demonstrations
  - Education
  - E-mails / E-newsletters
  - Paid Search

5) Tracking and Measurement of Results

- Key Metrics
  - Sell-through of inventory within specified time
  - Achievement of forecast
  - Return on investment
  - Customer adoption rate
  - Customers educated vs. customers buying

- Review / report results to management
- Review / report results to manufacturer