












Product Development Plans

Task Name	People Assigned	2008			2009		
		Oct	Nov	Dec	Jan	Feb	Mar
Rollout							
Approve layouts	Rich						
Print mailers	Rich						
Implement rollout	Eric						
Feasibility study							
Research market	Andrea Barb						
Write market analysis	Andrea Barb						
Write competitive	Eric						
Product development							
Field research	Andrea Barb						
Write field research report	Andrea Barb Jane						
Product definition	Julia						
Write product spec	Ken Julia						
Research product name	Lilly Julia						
Write product name summary	Lilly Julia						
Competitor pricing research	Jane Barb Eric						
Launch preparation							
Define rollout materials	Eric Julia						
Develop ad copy	Julia						
Develop mail copy	Eric						