

Preliminary Product Marketing Plan

Product Code Name _____ Version Number _____

System _____

Product description _____

Target audience _____

Marketing objective _____

Positioning _____

Key benefits _____

Integration with other products _____

Proposed price _____

Channels of Distribution (dealers, distributors, direct, OEM,
VAR's, etc.) _____

Key competitors
Competitive advantages of SPC product

Competitive advantages of competing product

Summary of unit volume & profit forecast

Summary of downside risks

Type of introduction (major, combined, update, etc.) and
budget _____

Product Marketing Plan Approval Form

Initial Approval

Reviewed with Team on _____

Reviewed by VP of Sales on _____

VP of Marketing _____ Date _____

Final Approval (with Introduction Plan)

Reviewed by VP of Sales on _____

VP of Marketing _____ Date _____

Product Obsolescence Form

Product name _____ System _____ Version _____

Date first shipped _____

Average units shipped over last 6 months _____

Average revenue over last 6 months _____

Reason for obsoleting product _____

Inventory on hand _____

Book value of inventory _____

Legal issues _____

Special customer issues _____

Recommended by:

Product manager

Project manager

Approved by:

VP of Marketing

Date