

## Product Development Checklist



<i>Project</i>	
<i>Project Manager</i>	
<i>Date:</i>	

Complete?	Action	Complete?
<b>Market Research</b>	Define high-level product aspects, ensure understood	
	Conduct thorough market research to determine product need	
	Determine market pricing, target cost and sales forecast	
	Approve project, proceed with product design	
<b>Conceptual Design</b>	Define design requirements	
	Review conceptual design	
	Establish target cost	
	Confirm manufacturability	
	Approve conceptual design, proceed with detailed design	
<b>Detailed Design</b>	Define manufacturing involvement	
	Define Purchasing involvement	
	Develop models and drawings	
	Hold design review	
<b>Pre-Production</b>	Prepare RFQ for purchased parts	
	Ensure compliance issues are addressed	
	Order tooling	
	Perform engineering data release	
	Order Sales samples	
<b>Launch</b>	Prepare for product launch	
	Confirm pricing strategy	
	Develop Marketing collateral	
	Finalize Sales strategy	