

PRODUCT LAUNCH BUDGET TEMPLATE

Project Name: _____

Prepared By: _____

Executive Summary:

This budget template is designed to facilitate the planning and management of all costs associated with the product launch. It includes detailed sections for pre-launch research, marketing, production, and contingency planning to ensure financial control and maximize ROI.

I. Research & Development Costs:

| | |
|--|--|
| Market Research and Analysis | |
| Product Design and Prototyping | |
| Testing and Quality Assurance | |
| Regulatory Compliance and Certifications | |

II. Marketing and Promotion Costs:

| | |
|---------------------------------------|--|
| Advertising (Digital, Print, Outdoor) | |
| Public Relations and Events | |
| Promotional Materials and Samples | |
| Social Media Campaigns | |
| Website and Landing Page Development | |

III. Production and Distribution Costs:

| | |
|----------------------------|--|
| Manufacturing and Assembly | |
| Packaging | |
| Inventory and Warehousing | |
| Shipping and Logistics | |
| Customs and Import Fees | |

IV. Contingency and Miscellaneous Expenses:

| | |
|---|--|
| Contingency Fund (Recommended 10-15% of total budget) | |
|---|--|

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APPROVED BY PROJECT MANAGER

APPROVED BY FINANCE DEPARTMENT

Signature: _____

Signature: _____

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