

*Launch Plan Proposal – Year One**

Brand Objective				
Volume: _____	Wtd. Distribution: _____	Share: _____		
Consumer Marketing Activities				
Activity 1. 2. 3.	Rationale	Cost		
Trade Marketing Activities				
Activity 1. 2 3.	Volume	Cost		
Listing Fees				
Customer 1. 2. 3.	# SKUs, Space, Promotion Support	Cost		
Total Year One Volume	Total Year One Cost	Wtd. Distribution		
Distribution Achieved with Above Spend Level				
Customer 1. 2. 3.	Stores	% Country	# SKUs	Volume (annual)

*Feel free to attach other pages to support your recommended launch plan.