

New Product Launch Budget Plan Form

Product Name

Planned Launch Date

Team Lead / Manager

Launch Objective / Description

Budget Breakdown

Fill in anticipated costs by category.

| Category | Description | Estimated Cost (\$) |
|--------------------------|-------------|---------------------|
| Market Research | <div></div> | <div></div> |
| Product Development | <div></div> | <div></div> |
| Packaging | <div></div> | <div></div> |
| Marketing & Promotion | <div></div> | <div></div> |
| Distribution & Logistics | <div></div> | <div></div> |
| Staff Training | <div></div> | <div></div> |
| Contingency | <div></div> | <div></div> |
| Total Estimated Budget | | <div></div> |

Notes / Additional Comments