

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	<input type="text"/>	<input type="text"/>
Product Development	<input type="text"/>	<input type="text"/>
Packaging	<input type="text"/>	<input type="text"/>
Marketing & Promotion	<input type="text"/>	<input type="text"/>
Distribution & Logistics	<input type="text"/>	<input type="text"/>
Staff Training	<input type="text"/>	<input type="text"/>
Contingency	<input type="text"/>	<input type="text"/>
Total Estimated Budget		

Notes / Additional Comments