

WE COVER YOUR GEAR 2007/2008

 **CLASSIC[®]**
ACCESSORIES

LAUNCH PROCESS

- Meeting Overview
- Process = Infrastructure = Organization
- Communication – Critical to success
- Commitment/Accountability for Process
- Changes to current process
- Quarterly Review
- Your role

PRODUCT LAUNCH PHASES

- Conceptual Phase
- “Go Live” Phase
- Recap/Assessment Phase

CONCEPTIONAL PHASE

- Category or Item Trend analysis
- Competitive landscape analysis
- Product Opportunity Assessment
- Target Consumer Profile
- Target Retailers
- Marketing Strategy
- Pre-Sale

GO LIVE PHASE

- “Go Live” email issued
- Key Product Info created/collected
- Marketing Plan
- Sales Tools developed-distributed
- Packaging created
- Target Customers/Forecast
- Communication with Reps/Internal
- Orders placed
- Product Training
- Selling

RECAP/ASSESSMENT PHASE

- Sales Placement Recap
- Packaging Review and Assessment
- Product - Program Review
- Celebrate Successes!
 - Veranda
 - UTV Accessories
 - John Deere Gator OPS products



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