



Pharma

PRODUCT LAUNCH CHECK LIST

- ☐ FDA APPROVAL PROCESS
- ☐ LEGAL AND COMPLIANCE CHECK
- ☐ IDENTIFY TARGET MARKET SEGMENTS
- ☐ COMPETITOR PRODUCT ANALYSIS
- ☐ CREATE SWOT ANALYSIS
- ☐ KNOWING YOUR PRODUCT STRENGTH
- ☐ PINPOINTING WHAT MAKES THE DRUG SPECIAL
- ☐ DECIDE THE MARKETING CHANNELS
- ☐ SET A MARKETING STRATEGY WITH SET CHANNELS
- ☐ DECIDE ON DATE AND TIME OF THE PRODUCT LAUNCH
- ☐ CREATE A WEBSITE & NEEDED APP DEVELOPMENT
- ☐ WIPE DOWN BASEBOARDS
- ☐ ENGAGEMENT WITH KEY LEADERS
- ☐ COLLABORATE WITH HEALTHCARE PROFESSIONALS
- ☐ DESIGN EFFECTIVE PRODUCT PACKAGING AND LABELING
- ☐ IDENTIFY DISTRIBUTION PARTNERS
- ☐ COORDINATION WITH SUPPLY CHAINS
- ☐ EVALUATE THE SUCCESSFUL PRODUCT LAUNCH

