

RENCO ELECTRONICS, INC.
 "Precisely the best coils and transformers"



New Product Launch Checklist

<u>Initiator</u>	<u>Part Number</u>	<u>Start Date</u>	<u>Completion Date</u>

<u>Step</u>	<u>Done</u>	<u>Date</u>
1. Create rough draft data sheet	<input type="checkbox"/>	
2. Send rough draft data sheet to Litek Advertising for formal "pdf"	<input type="checkbox"/>	
3. Get samples for photographs	<input type="checkbox"/>	
4. Send samples to Litek Advertising for photographs	<input type="checkbox"/>	
5. Update correction copy of catalog with new "pdf"	<input type="checkbox"/>	
6. Send new "pdf" to webmaster for website	<input type="checkbox"/>	
7. Make Excel spreadsheet with all competitor's part numbers for <i>cross-a-part</i>	<input type="checkbox"/>	
8. Send Excel spreadsheet for <i>cross-a-part</i> to webmaster for website	<input type="checkbox"/>	
9. Create standard pricing and update revision for computerized price book	<input type="checkbox"/>	
10. Add pricing to all distributed price books	<input type="checkbox"/>	
11. Create 10% discounted prices and proper packaging quantities and part weight	<input type="checkbox"/>	
12. Send 10% discounted prices/packaging/part weight to webmaster for E-Com website	<input type="checkbox"/>	
13. Purchase or manufacture a minimum of one package-type for stock	<input type="checkbox"/>	
14. Create product announcement for all sales reps and key customers	<input type="checkbox"/>	
15. Mail product announcements to all sales reps and key customers	<input type="checkbox"/>	
16. Add new product bulletin on website homepage	<input type="checkbox"/>	

Comments:

**Upon completion of this checklist,
 the original must be placed in the Renco Job Pack.**