Product Launch Timeline

Phase 1: Planning
- Setting the foundation
- Concept
- Competition
- Plan for biz
- Sales avenue
- Ideal customer
- Money issues
- Inspiration
- Start design process

Phase 3:
Product Development
- Fittings
- Pattern corrections
- Preparing final showroom samples
- Finalizing fit
- Merchandizing and critiquing the line
- Line edits if necessary
- 2nd costing

Phase 5:
Launching the Line
- Selling and marketing
- How to approach retail buyers
- Taking orders
- Processing payments
- Selling online
- Driving traffic
- Inventory issues

12 months | 9 months | 6 months | 3 months | 1 month | Launch

Phase 2: Action
- Start building your audience
- Blog or landing page
- Start building your list
- Sourcing of fabric, trim
- Finding a pattern maker
- Finding a sample maker or contractor
- Getting patterns and first samples made
- Initial costing

Phase 4: Preparing to Sell
- Photo shoot
- Line Sheet
- Website
- Lookbook
- Terms. minimums, deliveries
- Final costing
- USP
- Marketing message and materials