New Product Launch 2003

Packaging
- Focus Group Testing
- Price Quotes from Vendors
- Determine Shipping Costs

Q/A
- Test Software Update
- Proofread All Text
- Have All Staff Test

Mkt. & Adv.
- Buy Spots on Tech TV
- Internet Advertising
- Partner with Computer Store

P.R.
- Send to Media
- Set up Interviews
- Look into Sponsorships