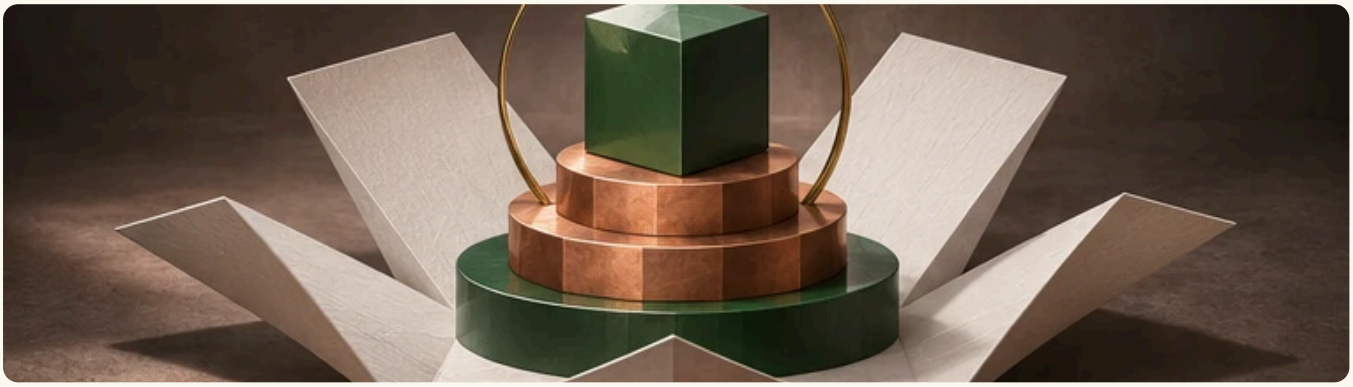
BUSINESS CASE WHITEPAPER · COM-028

Product launch merchandising pack

Give a ten-item range a coherent launch on the shop floor online.



The decision

A ten-item launch has missing assets and placement decisions spread between teams.

What the fee buys

We create a collection brief, product placement plan and launch checklist for one range of ten items.

When to commission

Buy before launch-day placements are locked and appoint one person to resolve dependencies.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

The lead product has photography ready, while two supporting items are waiting for approved specifications.

In this illustrative case

Separate launch-ready placements from dependent ones and name the owner of each missing asset.

Inputs and ownership

Identify the ten items, approved assets, launch date and placement constraints.

1. Confirm the new range
2. Plan product placement and collection
3. Write launch checks

Using the handover

Use the pack to coordinate the first ten products and give store operators a common launch checklist.

An alternative to buying

Use the existing launch board if it already ties each item to its required assets.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£799 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 19.98 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count range items with approved assets, confirmed placement and a launch owner. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 5–10 working days.

Approval test

Buy before launch-day placements are locked and appoint one person to resolve dependencies. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-028, GBP catalogue fee and an illustrative working case. View service scope.

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