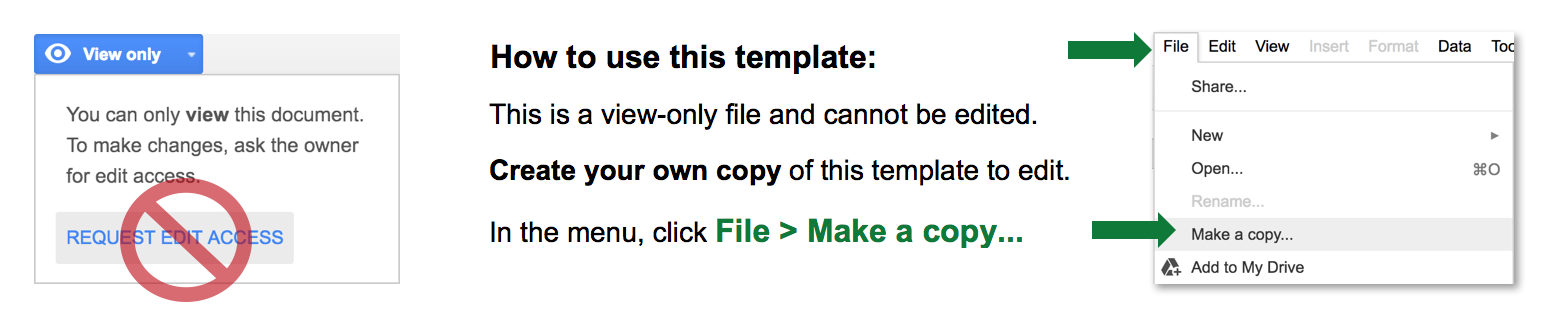
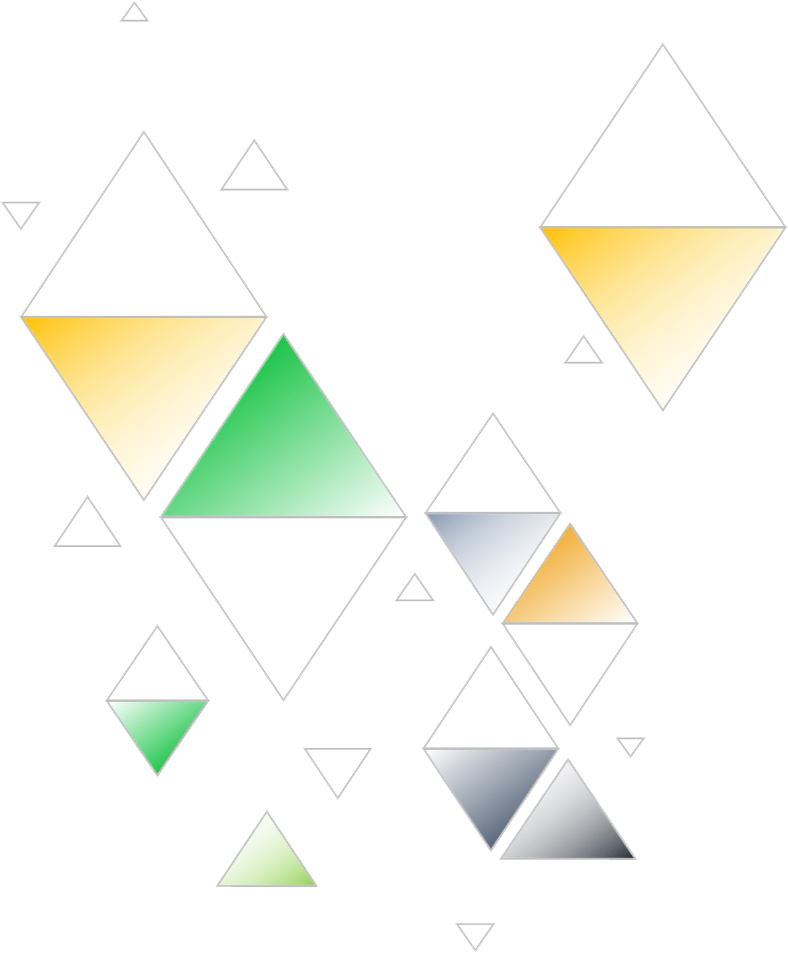
****

**SAMPLE PROJECT**

**EXECUTION PLAN**



Sample begins on page 2.

For a blank version, use the Smartsheet

Project Execution Plan Template.

**SAMPLE PROJECT EXECUTION PLAN**

|  |  |
| --- | --- |
| PROJECT NAME | PRODUCT BETA LAUNCH |
| PROJECT LOCATION | Acme Akron Headquarters |

|  |  |
| --- | --- |
| COMPANY | Acme Corp. |
| CONTACT NAME | Jane Thompson |
| MAILING ADDRESS | 1118 Acme Dr. N. - Akron, OH 44304 |
| EMAIL | jane.thompson@acmecorp.com |
| PHONE | (330) 763-0982 |

PROJECT SCOPE

|  |
| --- |
| Our competitors have recently been first to market with their competing application and have no significant market competition.  Customer research indicates that the market is ready for our product - but first we must have a test-market / "beta" launch.  Project scope is testing the current beta version of the product in the Akron area. Scope does \*not\* include testing outside of Akron.  Business objectives of the plan/project are to further test effectiveness / viability of the product in the field and gather new test data from customers. High acceptance / approval rate will indicate eventual higher revenue, and an increase in long-term customers.  Deliverables for the project include meeting - or exceeding - our business objectives by introducing beta version of the product to Akron test market, including the following for customers: instructions, marketing kits, press release, and a small advertising campaign.  Time for beta launch is one week, starting June 1st. Funding for test/beta launch is provided through Marketing.  Assumptions are that we will attain a high customer-satisfaction / approval rating of the beta version, and we will roll out the finalized product in August to markets in and outside of Akron. |

PROJECT GOALS

|  |
| --- |
| Goals of the beta version of the product in the Akron test market are to further test effectiveness / viability of the product in the field and gather new test data from customers. High acceptance / approval rate will indicate eventual higher revenue, and an increase in long-term customers. |

QUALITY SPECIFICATIONS

|  |
| --- |
| Customers will rate their satisfaction with the product on a 1-5 scale - 5 being highly satisfied with the product. Any malfunctions or inconsistencies in the product will be recorded by QA personnel present; these details will then be reported back to development to ensure the finalized product has none of the reported defects. |

TECHNICAL SPECIFICATIONS

|  |
| --- |
| (See Development’s product technical specifications, available on the company’s intranet.) |

RESOURCE ALLOCATION

|  |
| --- |
| Marketing, Dev, Project Management, QA and Product have committed 2 employees from their respective departments to participate in the week-long beta product testing. |

PROJECT SCHEDULE

|  |  |  |
| --- | --- | --- |
| EVENT | PROJECTED START | PROJECTED END |
| Beta Test of Product in Akron Test Market | June 1st | June 7th |

COMMUNICATION PLAN

|  |
| --- |
| The Technical Writing department has provided instructions for product testing.  Marketing has developed marketing kits, a press release, and a small advertising campaign. |

|  |
| --- |
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