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**SAMPLE PROJECT**

**EXECUTION PLAN**



Sample begins on page 2.

For a blank version, use the Smartsheet

Project Execution Plan Template.

**SAMPLE PROJECT EXECUTION PLAN**

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

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| --- | --- |
| COMPANY | Acme Corp. |
| CONTACT NAME | Jane Thompson |
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PROJECT SCOPE

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| 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

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| 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

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| 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

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

RESOURCE ALLOCATION

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| 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

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

COMMUNICATION PLAN

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| 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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