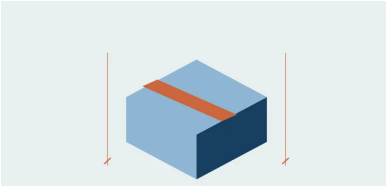
Product launch *merchandising pack*



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

Who it helps

Merchants and online retail teams

The problem to solve

A new range can launch with inconsistent placement when collection, product and campaign work is planned separately.

Working through the brief

1. **Confirm the new range**

   Gather the agreed inputs. Trading data, fulfilment rules or product launch brief pertinent to the assignment.

2. **Plan product placement and collection**

   Track “Product in range” and “Collection placement” together so the reviewer can connect the source information to the result.

3. **Write launch checks**

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

4. **Check the scope at handover**

   Subscriptions, platform fees, advertising and fulfilment charges are separate.

Worked example

For a launch bundle, reconcile the listing images, variant names and included items before publishing the collection.

Read the service scope / COM-028

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