

Avanquest New Product Release Process

From a new product selection to its launch

Timeline	Phase	Step	Responsibility
Week 0	Product Review	Product submission to AQ	Developer
Week 2		Marketing review	AQ Product Review Team
Week 4		Technical review	AQ Lab
Week 6		Go/No go decision	AQ Managing Directors
Week 9	Contract	Contract signature	AQ Business Development Directors / Developer
Week 14	Operational marketing	Deliverables delivery : - sales sheet - manual files - box artwork files - box text files	Developer
Week 15		Marketing Mix Definition: - pricing - channels - marketing plan	AQ Marketing & Sales Managers, AQ Managing Directors
Week 16		Package production	AQ Product Managers
Week 17		Channel announcement	AQ Sales Managers
Week 18		Release Candidate (in local language) delivery	Developer
Week 19		Release Candidate test report	AQ Product Managers
Week 22		Gold Master (in local language) delivery	Developer
Week 23		CD duplication	AQ Product Managers
Week 24		Package assembly and shipping	AQ Product Managers
Week 25		Press announcement	AQ PR Managers
Week 26		LAUNCH Product on shelves and on AQ online shop	AQ Sales Managers

TOTAL TIME from product submission to product launch : 26 weeks

Important note :

An additional 4 weeks must be added should Avanquest have to handle localization.