Phone stand launch plan

Chat started 24 Nov 2026 · all 6 messages

You 2026-11-24 08:50

I run a small online shop with 3 staff. Make a 2-week plan to launch a new product (a phone stand). Put the tasks in a table with Week, Task, Who and Cost in SGD. Keep it short.

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2-Week Product Launch Plan – Phone Stand

Week	Task	Who	Cost (SGD)
1	Competitor research and pricing	Owner	$0
1	Order 50 units of stock	Staff 1	$200
1	Product photos and cover design	Staff 2	$30
1	SEO titles and descriptions	Staff 3	$0
2	Publish the shop listings	Staff 3	$0
2	Set up launch vouchers	Owner	$30
2	Run marketplace ads	Staff 2	$70
2	Pack and ship orders	Staff 1	$20

Total budget: $350

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Now give me a short launch-day checklist.

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Launch-Day Checklist

- **Staff 1:** confirm stock quantity and quality
- **Staff 2:** check product photos and banners
- **Staff 3:** publish the listings
- **Owner:** check selling price and profit margin
- **Owner:** switch on the launch vouchers
- **Staff 2:** start the ads
- **Staff 1:** pack and ship orders
- **Owner:** review sales and ad costs at the end of the day

Launch-day target: 5 sales.

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Write a short message I can send my 3 staff about this plan.

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Hi team, we're launching our new phone stand over the next two weeks.

- **Staff 1:** stock, quality checks, packing and shipping
- **Staff 2:** photos, cover design and ads
- **Staff 3:** listings, SEO and customer questions

Our launch budget is $350, with a target of 5 sales on launch day and 20 sales by the end of week 2. Please keep me updated. Thank you!

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