90-Day Merchandise Launch Plan

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A 90-day planning framework for choosing, testing, sourcing, and launching branded merchandise.

What this guide covers

- Evaluate merchandise ideas and plan an initial product test.
- Consider suppliers, costs, pricing, and sales channels.
- Set launch activities and measures for learning from customer response.

Who this is for

For small businesses and brand teams considering a merchandise program.

Putting the ideas to use

Adapt the timeline to one product idea, then track costs, customer feedback, and operational needs.

Book details

Format: Guide. Pages: 32. Words: 3486.

Download availability: After payment, download the complete ZIP package or the included PDF separately.