

Launch Checklist

Run the launch in parallel, not in sequence.

Design, compliance, and packaging advance together under one program manager. Work top to bottom and tick each gate as it closes.

0. PROJECT FIT

- ☐ I am an established operator launching a new outdoor line (brand adding a category, retailer private collection, or DTC team scaling a validated product).
- ☐ The first SKU is defined: a specific outdoor furniture product (e.g. modular patio sofa, fire pit, dining set).
- ☐ Target market locked: North America / Europe / Australia.
- ☐ Seasonal retail window set, and the launch must land inside it.
- ☐ Target price band and landed-cost budget agreed.
- ☐ First-run quantity confirmed inside the factory's real MOQ range.
- ☐ Phase-1 validation budget approved (not a full-scale program).

1. BRIEF & COSTING

- ☐ Product spec sheet written: materials, frame, dimensions, finish.
- ☐ Cost and material structure locked to the target price.
- ☐ Brand positioning and price band confirmed.
- ☐ Target-market compliance mapped (CE / LFGB / ASTM).

2. DESIGN & TOOLING

- ☐ Engineering drawings released for DFM (design-for-manufacture) review.
- ☐ First sample requested and scheduled from the line.
- ☐ Mold / tooling quoted; tooling ownership agreed in writing.
- ☐ NNN / IP-protection agreement signed before any files are shared.

3. SAMPLING & LOCK-IN

- ☐ First sample received and reviewed against the spec.
- ☐ Fabric, material, and color approved by you.
- ☐ Drop-test / packaging direction locked.

- ☐ Spec frozen; production MOQ and timeline written into the proposal.

4. COMPLIANCE & PACKAGING

- ☐ Compliance documentation prepared for the target market.
- ☐ Retail packaging engineered: flat-pack, fill ratio, cube.
- ☐ ISTA / drop-test scheduled and passed on the engineered pack.
- ☐ Barcode and retail labeling spec confirmed.
- ☐ Documentation checked to ship WITH the container, not bolted on later.

5. PRODUCTION & QC

- ☐ Production line allocated and capacity reserved for the slot.
- ☐ Four-stage QC gates scheduled: incoming, in-process, pre-ship, final.
- ☐ Pre-shipment inspection (PSI) booked against the AQL.
- ☐ Salt-spray / QUV durability tests scheduled where the category demands.
- ☐ Corrective-action plan agreed and owned if any gate fails.

6. LOGISTICS & FIRST CONTAINER

- ☐ Consolidated FCL loading plan modeled for cube and value.
- ☐ Single point of contact assigned end to end.
- ☐ Port-to-port tracking set up.
- ☐ Arrival date aligned to the seasonal window.
- ☐ Post-launch plan set to scale into full-category consolidation (Phase 2).

Ready to start? Get a scoped concept and timeline.

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