Rival products analysis

Product Plan

Objectives
- Long-term objectives
- Short-term objectives

Target Customer Segmentation
- Primary users
- Secondary users
- Core users

Positioning
- Murray Team
  - 8/8 - 8/14: 1.0 Week

Competitive Features
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Summary

Financial Analysis
- Cost
- Revenue
- Forecast

Product Feasibility
- Financial
- Technique
- Social

Product Schedule
- 8/1 - 9/8: 29.0 Day

Product Plan Task 1
- Gloria Team
  - 8/1 - 8/7: 1.0 Week

Product Plan Task 2
- Richard Team
  - 8/9 - 8/22: 2.0 Week

Product Plan Task 3
- Jill Team
  - 8/1 - 9/8: 29.0 Day

Product Plan Task 4
- David Team
  - 8/1 - 8/30: 1.0 Month

Market

Users

Technique

Financial

Social

Estimated price
- Rival product price

Price setting

Rival products analysis
- Product  Plan Task 1
- Product  Plan Task 2
- Product  Plan Task 3
- Product  Plan Task 4

Product  Plan Task 1
- Gloria Team
  - 8/1 - 8/7: 1.0 Week

Product  Plan Task 2
- Richard Team
  - 8/9 - 8/22: 2.0 Week

Product  Plan Task 3
- Jill Team
  - 8/1 - 9/8: 29.0 Day

Product  Plan Task 4
- David Team
  - 8/1 - 8/30: 1.0 Month

Summary