



SOP Template

000008 / New Product Release / Production
Department

Complete

Actions	1
SOP identification number:	000008
Title of SOP (Task SOP is for):	New Product Release
Department, team, or group SOP applies to:	Production Department
Date SOP was created:	28th May, 2021
Date SOP was finalized:	28th May, 2021
Date SOP was revised:	
SOP prepared by:	Rory Gilmore
Other people involved in writing SOP:	Draco Malfoy, Ginny Weasley, Peter Parker, Natasha Romanoff

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Actions

1 action

Approval Signatures

Review SOP on:

5th Jul, 2021 9:00 AM PST

To do | Assignee SafetyCulture Staff | Priority High | Due 5th Jul, 2021 9:00 AM PST | Created by SafetyCulture Staff

Review SOP

+ Reevaluate effectiveness

Purpose and Scope

Purpose

Describe in detail the task or process this SOP is for:

The task is to release a new product. This task involves doing market research, conducting consumer surveys, designing the product, collaborating with the marketing dev team, pitching the production design to the execs, and planning the product launch with the PR team.

Why write an SOP for this task or process?

Since a new product release is critical to the business, having an SOP for it would lead to less mistakes and unfortunate events during product launches.

What about this task or process needs to be improved?

Currently, the way this task is performed depends on the person in charge of it or whoever came up with the product idea.

What does this SOP need to accomplish?

This SOP needs to help the production team release new products without delay and without mistakes.

Based on the answers provided above, what exactly is the purpose of this SOP?

The purpose of this SOP is to increase the quality of new product releases.

Scope

This SOP covers the following areas:

- Product Design
- Prototype Manufacturing
- Product Promotion

Areas not covered by this SOP:

- Re-releasing old products or new versions of existing products
- Monitoring product sales after the launch
- Handling customer complaints regarding product once launched

Limitations of this SOP:

- Requires extensive communication with the other teams (this can become a blocker very quickly)

When should this SOP be used?

This SOP should be used when a member from the production team has successfully pitched the product idea to the CEO and it is certain that the business has the resources to follow through with the idea.

When should this SOP not be used?

This SOP should not be used when the production team is producing units of existing products or are developing past product designs that did not push through to launch.

Procedure

-->Step

-->Step 1

Step: Contact marketing dev team

Add photo (optional):

[Instruction]

[Instruction] 1

Instruction: Follow email format

Add photo (optional):

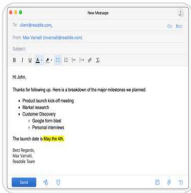


Photo 2

[Instruction] 2

Instruction: Send email to marketingdev@email.com

Add photo (optional):

[Instruction] 3

Instruction: Wait 3 days for reply

Add photo (optional):

{Detail}

{Detail} 1

Detail: If no reply, send follow-up email

Add photo (optional)

-->Step 2

Step: Revamp product based on feedback

Add photo (optional):

[Instruction]

[Instruction] 1

Instruction:

Make changes to core components

Add photo (optional):

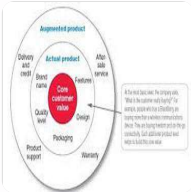


Photo 1

[Instruction] 2

Instruction:

Request new design

Add photo (optional):

-->Step 3

Step:

Present to business executives

Add photo (optional):

[Instruction]

[Instruction] 1

Instruction:

ONLY use Google Slides

Add photo (optional):

-->Step 4

Step:

Plan product launch with PR team

Add photo (optional):

[Instruction]

[Instruction] 1

Instruction:

Discuss product launch date

Add photo (optional):

{Detail}

{Detail} 1

Detail:

Planning should not exceed 6
months

Add photo (optional)

{Detail} 2

Detail:

Inform CEO of final date ASAP

Add photo (optional)

Success Metrics

Success Metrics

What does success look like?

More new product releases that are on time and successful

How will we know if we've succeeded?

We'll know if we've succeeded when the # of new product releases for this quarter is greater than the past average of 3. Unsuccessful/delayed new product releases will not be counted.

How much weight will we give to the effect of the SOP on productivity or efficiency?

Very Important

How much weight will we give to the intended audience of the SOP actually using the SOP and liking it or finding it helpful?

Somewhat Important

The team leader of the production team has stated that she is more concerned with her team's efficiency

Responsibilities

Who are the members of the department, team, or group this SOP applies to?

// State their names, job titles, and what will they be responsible for regarding this SOP. Follow the format:

[Name]-[Job Title]: [SOP Responsibility] //

Diana Prince-Team Leader: Making sure her team members are following the SOP; Bruce Wayne-Assistant Team Leader: Monitoring day-to-day SOP compliance; Barry Allen-Coordinator: Handling the steps of this SOP that involve other departments/team; Clark Kent, Victor Stone, Arthur Curry-Production Team Members: Following the SOP

What are the responsibilities of the people involved in writing this SOP?

// State their names, job titles, and what will they be responsible for regarding this SOP. Follow the format:

[Name]-[Job Title]: [SOP Responsibility] //

Rory Gilmore-Head Manager: Primary author and owner of SOP; Draco Malfoy-Assistant Head Manager: Keeping track of SOP documentation; Ginny Weasley-Management Director: Planning SOP implementation; Peter Parker and Natasha Romanoff-Consultants: Training production team on how to use SOP

Other people in the business who are involved in this SOP or are stakeholders in this SOP:

// State their names, job titles, and what will they be responsible for regarding this SOP. Follow the format:

[Name]-[Job Title]: [SOP Responsibility] //

Blair Waldorf-CEO: Approval Signature; Serena van der Woodsen-COO: Approval Signature; Georgina Sparks-CFO: Approval Signature

SOP Testing

SOP Testing

- Ask the team for whom the SOP is intended to use it for just one day or for one shift to see if it works.
- Experiment with different conditions and situations to find out if the SOP is adaptable or versatile enough.

Record observations:

The production team liked using the SOP but felt that it was missing certain steps.

Record test results:

The production team was able to release a new product faster than usual and despite resource constraints.

Reevaluating the SOP

What worked?	Making SOP easily accessible
What didn't?	Including only 4 steps for brevity
What are the weak spots of the SOP?	SOP isn't comprehensive, too basic
What are the strengths of the SOP?	SOP led to better performance

Approval Signatures

1 action

Name and Approval Signature



Blair Waldorf
28th May, 2021 8:41 AM PST

Name and Approval Signature



Serena van der Woodsen
28th May, 2021 8:42 AM PST

Name and Approval Signature



Georgina Sparks
28th May, 2021 8:42 AM PST

Name and Approval Signature

Name and Approval Signature

SOP needs to be implemented by: 21st Jun, 2021

Review SOP on: 5th Jul, 2021 9:00 AM PST

To do | Assignee SafetyCulture Staff | Priority High | Due 5th Jul, 2021 9:00 AM PST | Created by SafetyCulture Staff

Review SOP
+ Reevaluate effectiveness

Appendix



Photo 1

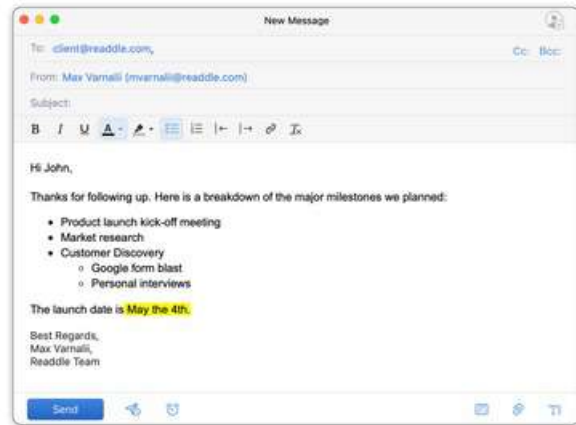


Photo 2