

11-2 You have just been instructed to develop a schedule for introducing a new product into the marketplace. Below are the elements that must appear in your schedule. Arrange these elements into a work breakdown structure (down through level 3), and then draw the arrow diagram. You may feel free to add additional topics as necessary.

- Production layout
- Review plant costs
- Market testing
- Select distributors
- Analyze selling cost
- Lay out artwork
- Analyze customer reactions
- Approve artwork
- Storage and shipping costs
- Introduce at trade show
- Select salespeople
- Distribute to salespeople
- Train salespeople
- Establish billing procedure
- Train distributors
- Establish credit procedure
- Literature to salespeople
- Revise cost of production
- Literature to distributors
- Revise selling cost
- Print literature
- Approvals*
- Sales promotion
- Review meetings*
- Sales manual
- Final specifications
- Trade advertising
- Material requisitions

(*Approvals and review meetings can appear several times.)