

World-Link Master Project Timetable

This timetable reflects dates for each activity.

Dates may vary by project.

See individual Service Group descriptions for detail on deliverables for each activity.

Service Groups/Activities	Week Number (Approximate)														
	1	2	4	8	10	12	14	16	18	20	22	24	26	28	30
I. Market Analysis															
A. Market Audit															
B. Market Structure															
C. SWOT Analysis															
D. Report															
II. Development & Testing															
A. Concept Development															
B. Qualitative Testing															
C. Concept Refinement															
D. Quantitative Testing															
E. Trade Research															
F. Report															
G. Trademark-Patent Clearances/Applications															
H. Prototype Development															
III. Strategic Planning															
A. Market Forecasting															
B. Importing Clearances and Facilitation															
C. Financial Analysis															
D. Marketing Plan															
E. Business and Commercialization Plans															
IV. Commercialization															
A. Analytical Testing and Regulatory Compliance															
B. Package Design															
C. Sourcing Logistical Support															
D. Selling Materials															
E. Sales															→