Sales/Marketing (Company Catalog) Week 1

1. Design and publish a company catalog
2. Meet with department staff to inform them about catalog project.
3. Research product/services, prices of viable products
4. Cover design, Title page – including logo, address, e-mail, phone, fax, table of contents
5. Recommended time line for project
   1. Approval of overall design week 1
   2. Approval of cover design week 2
   3. Complete product identification week 2
   4. Product pricing week 3
   5. Written product descriptions week 3
   6. Order form week 4
   7. Other sections in catalog week 4
   8. Printing of first draft week 5
   9. Proofreading first draft week 6
   10. Final print week 7
   11. Collating and binding week 7