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