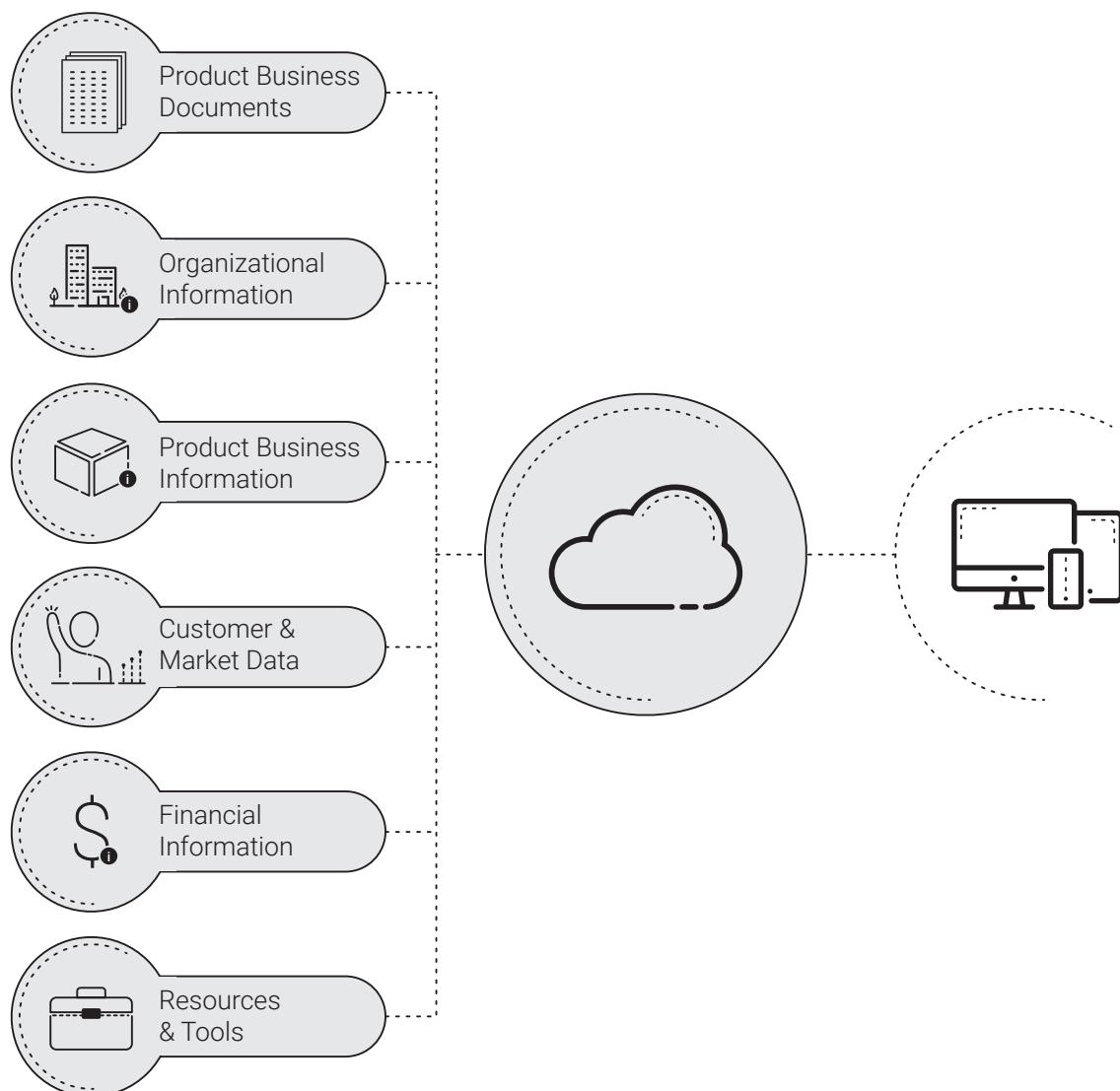


### The Product Master Plan

When a state, municipal government, or university wants to establish a plan for facilities, human resources, equipment, thoroughfares, housing, or other elements of its infrastructure, “crisis mode” planning really cannot hold up. Regardless of how well plans are conceived, every well-run municipality has a rigorous system to capture these plans and documents. This document repository and its archives serve as a plan of record for current and future activities. This collection of plans and information for a municipality, government, or institution is called the Master Plan.

For the product manager, it is called the Product Master Plan. It's a true repository that serves as an anchor for any product team. As team members come and go, there's no need to reinvent the wheel or re-do important documents. When time is at a premium and efficiency is the watchword, the Product Master Plan can serve as the single source of truth for a product organization. The diagram below shows the general structure, and sections are explained in the book.



# Product Manager's Desk Reference (3e)

## Illustration Insights – Chapter 2 Figure 2.2

### Product Master Plan – Assets and Inventory

As you consider your own Product Master Plan, you may benefit from using what's shown in this diagram as a way to take an inventory of your product team's assets, and to more purposefully "fill in" areas that may be lacking. Use the space below to record your notes about what's important in a central repository for your product group.

Product Business Documents	Organization Information	Product Business Information	Customer & Market Data	Financial Information	Resources & Tools
Product strategies & roadmaps	Product team contacts	Product descriptions	Segmentation models	Product scorecards and analyses	Templates & tools for product managers
Business cases	Organization charts	Product catalogs, codes, & price lists	Customer research (observations, surveys, UX)	Product P&L and related reports and analyses	Document guidelines
Product definition documents (PRDs, epics/user stories)	Team operating protocols and guidelines	Supporting systems	Industry and competitive data and analyses	Financial KPIs	Procedures & methods
Launch/release plans		Win-loss reports	Marketing materials and programs	Balance sheet items for the products	Job descriptions
Discontinuation documents		Post-launch audit reports		Financial budgets and forecasts for products	
Service and support plans		Decision reviews and meeting notes		Product costing	
Functional support plans					

Product Business Documents	Organization Information	Product Business Information	Customer & Market Data	Financial Information	Resources & Tools