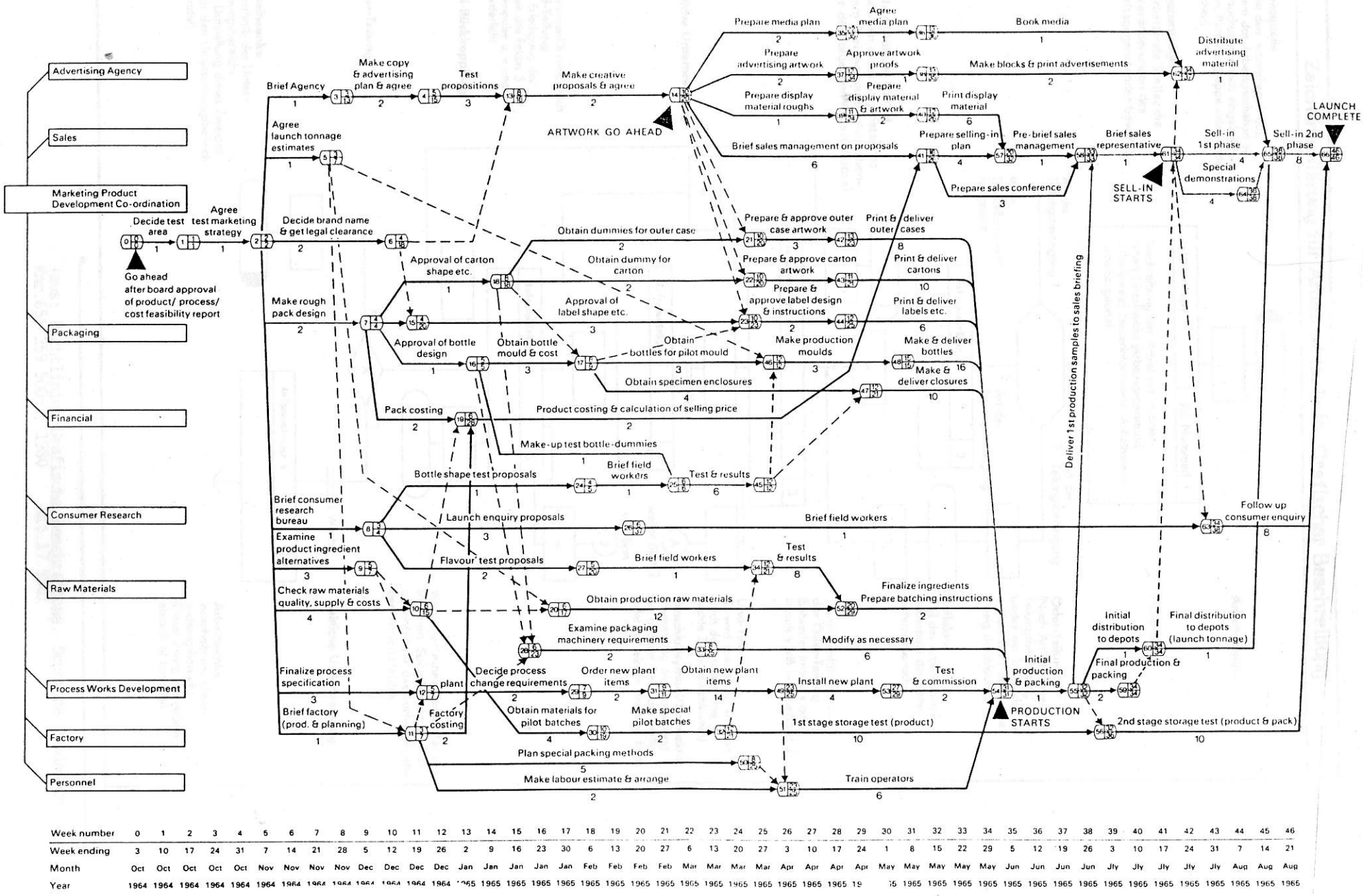
(aus: Reader,W.J.: Management Techniques. Unilever Educational Booklet No.3, London, 1972 Lit.23.901)

Abb.627 Reales Beispiel der Netzplantechnik aus dem Marketing-Bereich*

Figure 4 (page 27) Network plan for a test market launch of a new food product

Times are in weeks



Week number	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
Week ending	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
Month	Oct	Oct	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Jan	Jan	Jan	Jan	Jan	Feb	Feb	Feb	Feb	Mar	Mar	Mar	Mar	Apr	Apr	Apr	Apr	May	May	May	May	May	Jun	Jun	Jun	Jun	Jly	Jly	Jly	Jly	Jly	Aug	Aug	Aug
Year	1964	1964	1964	1964	1964	1964	1964	1964	1964	1964	1964	1964	1964	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	19	65	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965	1965