



Assessment A - Sources of marketing knowledge for NPD

Team Conwy

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Task

Sourcing Marketing Knowledge for the development of a CDS (Chemical Detector System)

1. Determine what marketing knowledge is likely to be required for the development of this new product.
2. Present your findings from your sources of marketing knowledge, and apply this practice to the business in order to ascertain
 1. What business are we in?
 2. What business(es) could we be in?
3. You will be expected to include your interpretation of marketing sensing capabilities and market understanding and develop the definition(s) of value for at least two or three customer value proposition scenario (personas).



Who are we?

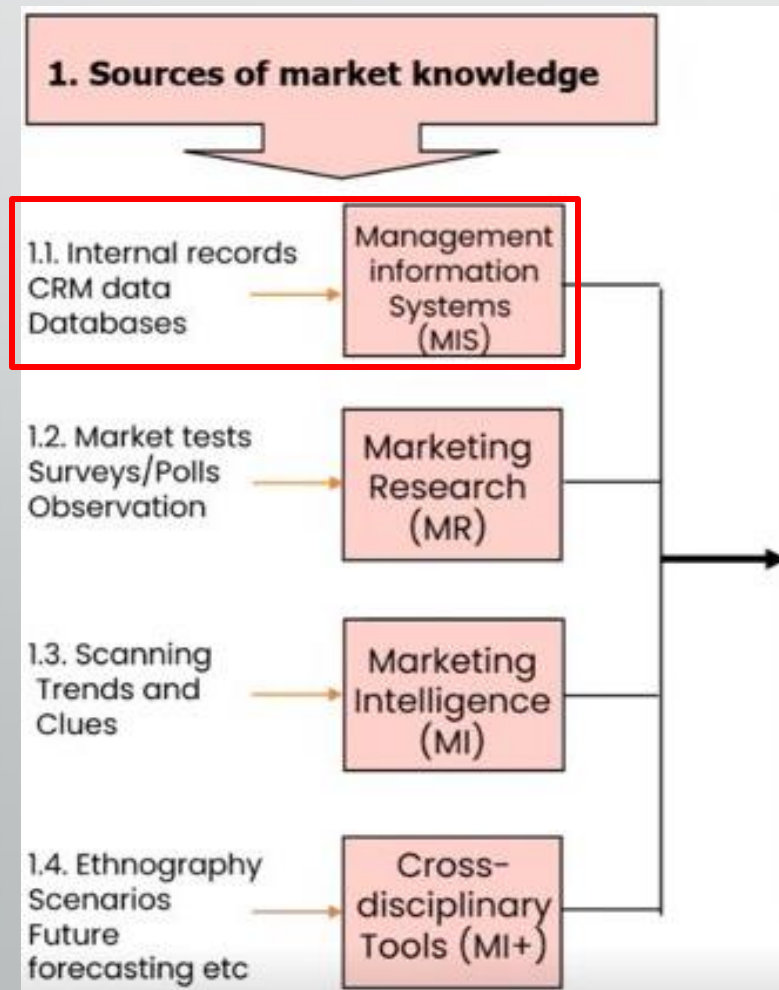
- We specialize in the manufacture of electronic alcohol breathalyzer systems.
- Based in Powys
- We market these devices for predominantly use in the police and security forces.

Business Opportunity

- Using Open Innovation and a knowledge transfer partnership, we have been working with a local university to look at new opportunities
- We have identified the possibility of adapting our current detection system to enable it to detect organic materials.
- By detecting organic materials, the device can detect various virus infections.

We can use market sensing tools to further our market research into this new product, its required specifications in the market and its desired attributes. Using a marketing sensing and learning tool such as the one adapted from Piercy, 2017, Osterwelder & Pigneu, 2010 .

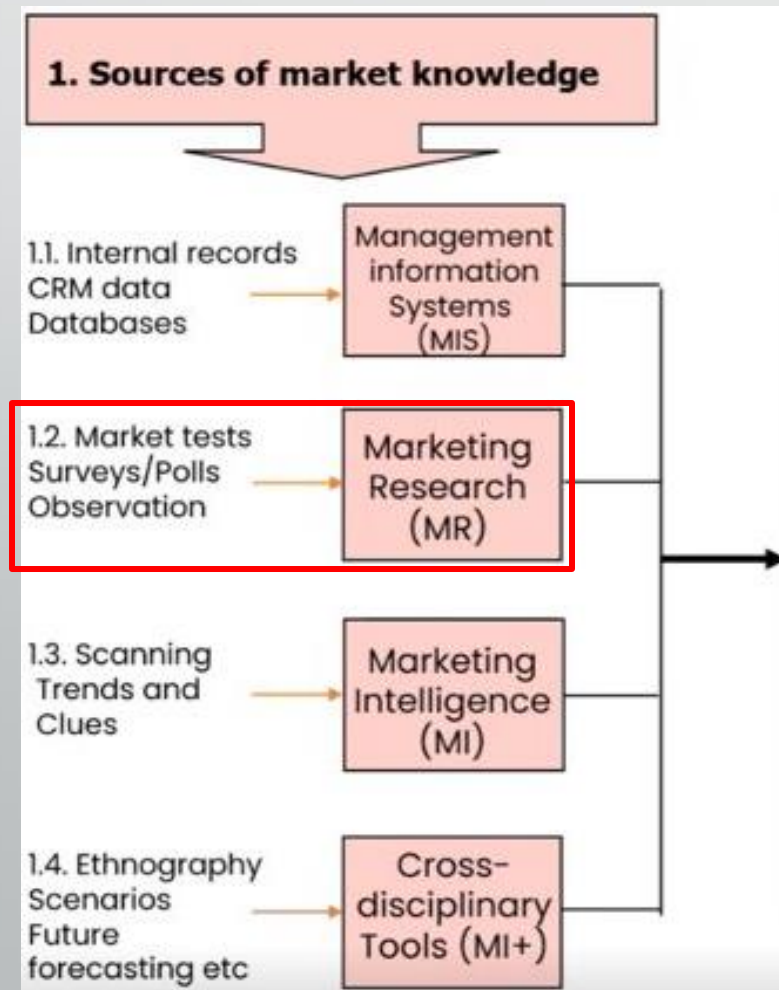
What marketing knowledge is likely to be required



- 1.1 - What we know
 - Experts in testing for alcohol – process know how
 - Good understanding of our current customer needs:
 - Customer feedback
 - Customer complaints
 - Trending data from our website
 - Lessons learnt from our historic sales:
 - What products sold well, what didn't
 - Typical product lifecycles and purchasing trends
 - Quality and reliability issues from faulty equipment and returns
 - Actual battery consumption data
 - Supply chain and lead time issues with current products
 - Cost to manufacture
 - Inhouse and outsourced experts in:
 - Electronics
 - Fuel cell tech (chemical specialists)
 - Alcohol detection
 - Product designers
 - Driving laws



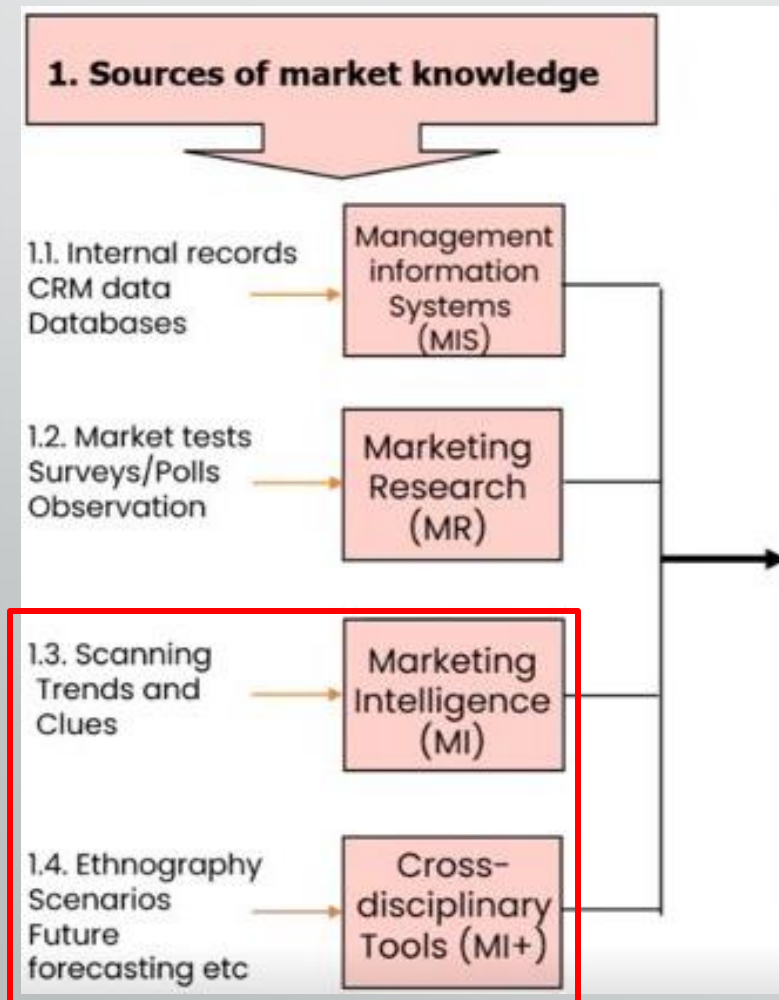
What marketing knowledge is likely to be required



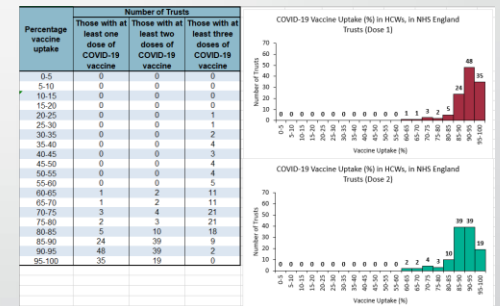
- 1.2 - What we need to know
 - Review what the World Health Organization (WHO) and Health Security Agency (UKHSA) is fearing
 - What illnesses our target market is worried about
 - Carry out surveys
 - Attend industry functions
 - Communicate with end users as well as government officials
 - Get hands on experience at the 'front line'
 - Consult with lawyers in the field of medical law
 - What is currently on the market, and what is about to be released?
 - Talk to potential customer to find out what product attributes they would want or need



What marketing knowledge is likely to be required



- 1.3 - What can we find
 - Research academic journals and patents to find out what is being worked on
 - Number of active R&D work being carried out
 - Carry out trend analysis – what are people worried about? Vaccination trends? What illnesses are on the rise?
 - Use data from research (1.2) to help guide and direct project
- 1.4 - Combining data and Knowledge
 - Using data from what we know and research from market intelligence look for the Unique Selling Points (USPs)
 - What would make us stand out from the competition?
 - Look at marketing strategies that might work, such as selling the hand held unit cheaply, but making the disposable mouth piece expensive (Printer/Coffee machine model)





Where are we now?



- Current market – police and security
- Electrochemical (Fuel cell) alcohol detector
 - Simple two-button user interface
 - 3 seconds for results
 - Internal memory for 3000 results capture
 - Fully automatic sampling system
 - Multi-language
 - Handypocket size
 - Pass/Fail results
 - 2x AA batteries
- Knowledge in:
 - Chemical reactions
 - Alcohol detection
 - Fuel cell technology
 - Electrical systems
 - Ergonomic design
 - Legal understanding of Drink-Driving laws
- Current market needs:
 - Function over looks – not particularly stylised
 - Fast accurate results
 - Fully quantitative breath analysis
 - Can be used anywhere
 - Robust and durable





Where could we be?

Biological tests

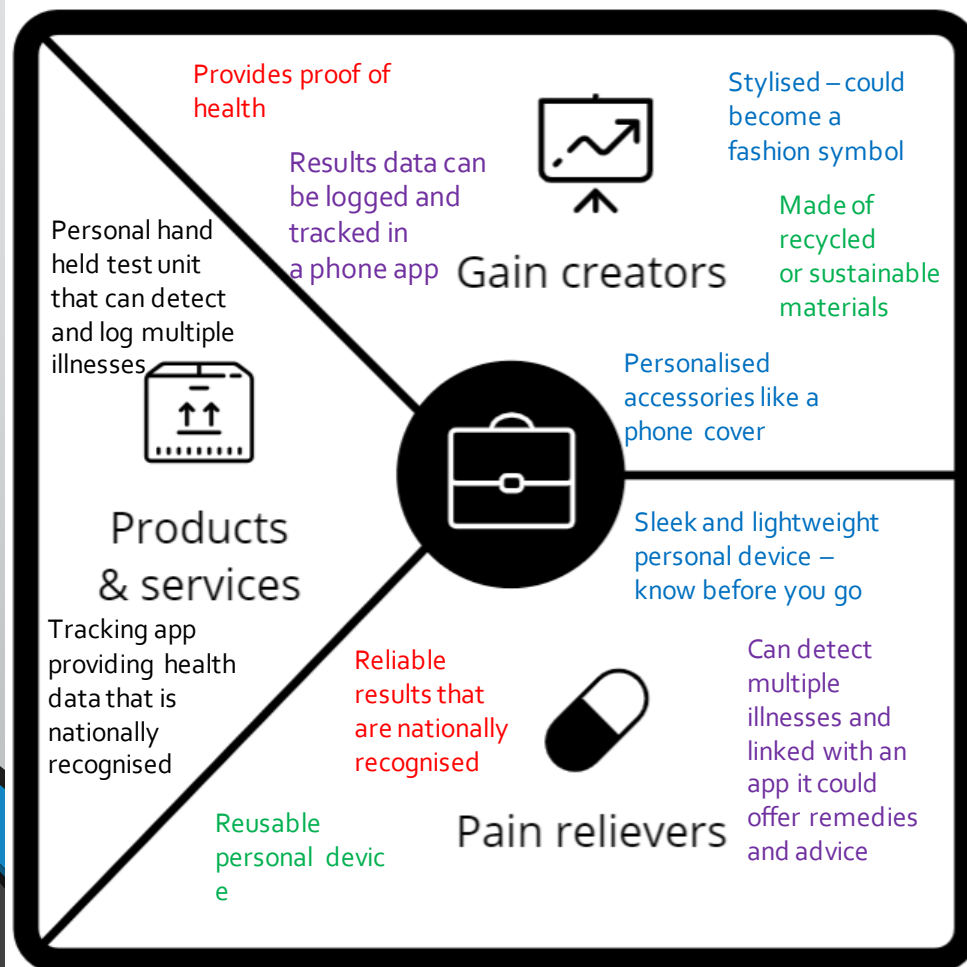
- **Mass use** e.g. Schools, prisons, entertainment venues, gyms, hairdressers... etc.
 - Go/No-Go tests before being let into venue
 - Hygienic, quick and multi-use
 - Safe, fast active, non-invasive tests
- **Personal use** e.g. Initial diagnosis before visiting GP, precautionary testing before visiting vulnerable friends and family, evidence of clear test before travel etc.
 - Personal re-use - environmentally friendly
 - Fashionable – stylised
- **NHS/Medical**, front-line use e.g. Quick tests in A&E, at GP's or care homes
 - Accuracy is priority
 - Hygienic and multi-use
- **Vets** e.g. Testing farm animals for "Foot & Mouth", etc.
 - Durable and robust
 - Easy to take test on moving subjects!
- **Defence** e.g. Biological weapon detection
 - Sensitive detection to trace from inanimate objects
 - Robust and re-use



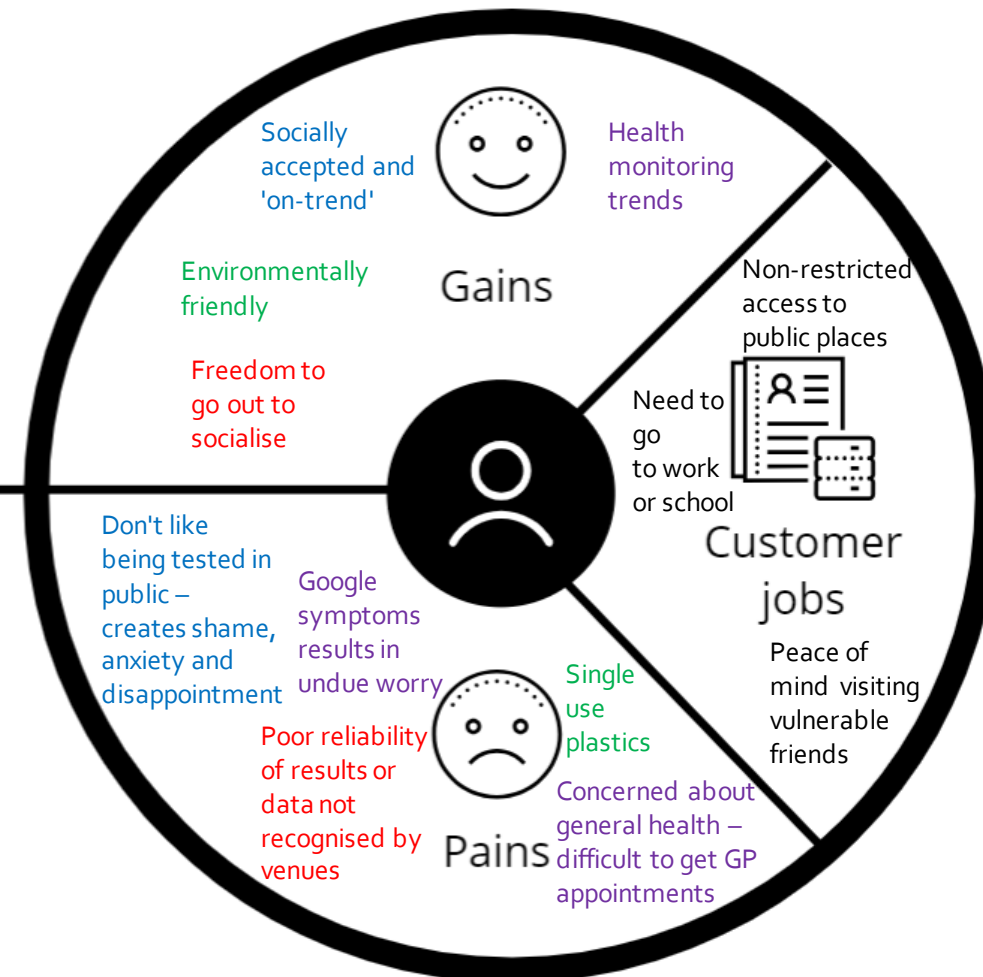
"We help the **public** obtain the **health evidence they require to socialise and work** without fear of illness or spread of infection by providing **personal test kits and a tracking app**"

Customer A – Personal use

Value proposition



Customer segment



"Screening can detect a problem early, before you have any symptoms. Finding out about a problem early can mean treatment is more effective"

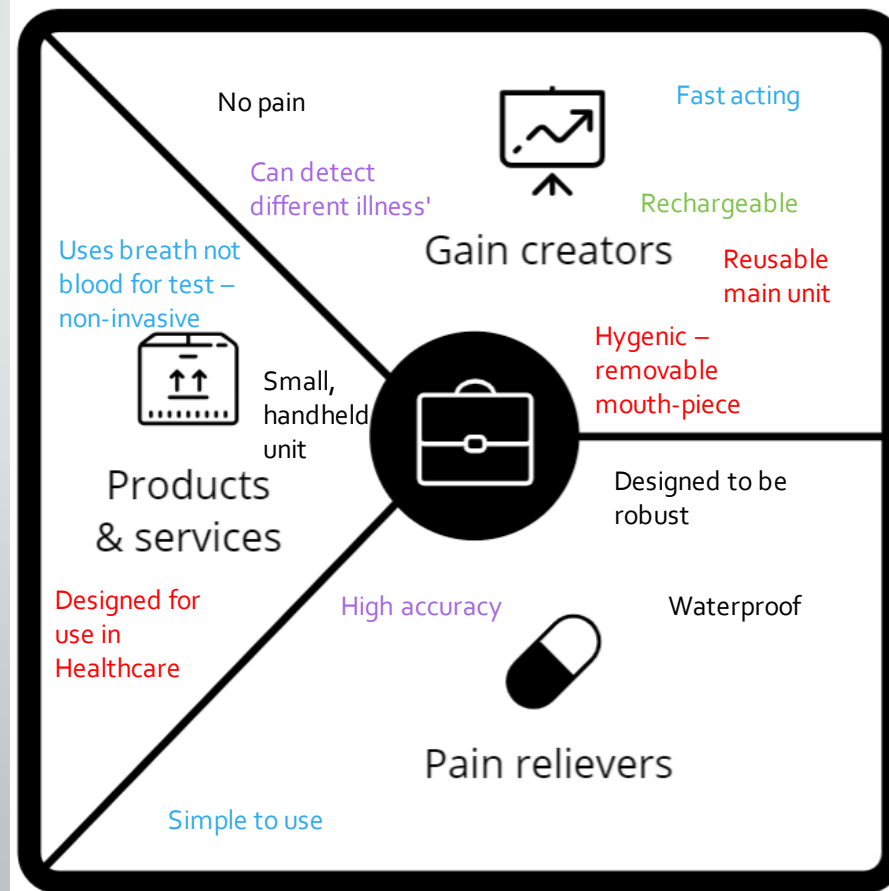
www.nhs.uk/conditions/nhs-screening

Steve Blank formula

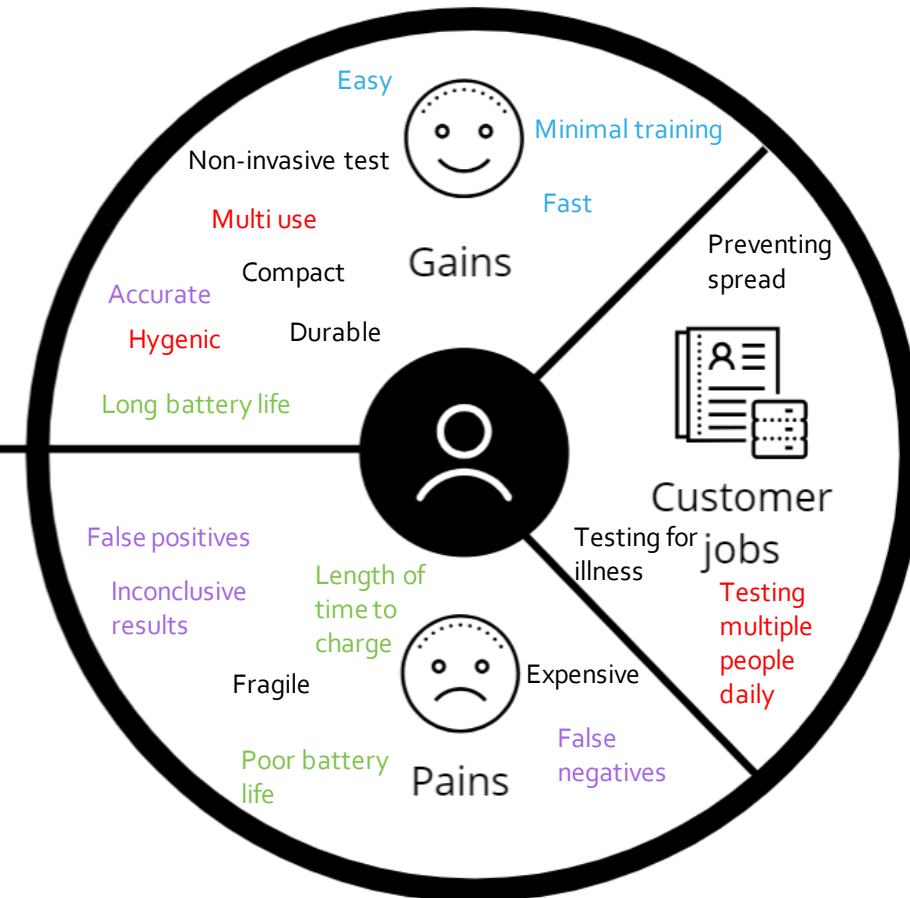
"We help **GP's** carry out quick and **non-invasive** tests to provide data to **determine** the best cause of action for their patients"

Customer B – Healthcare

Value proposition



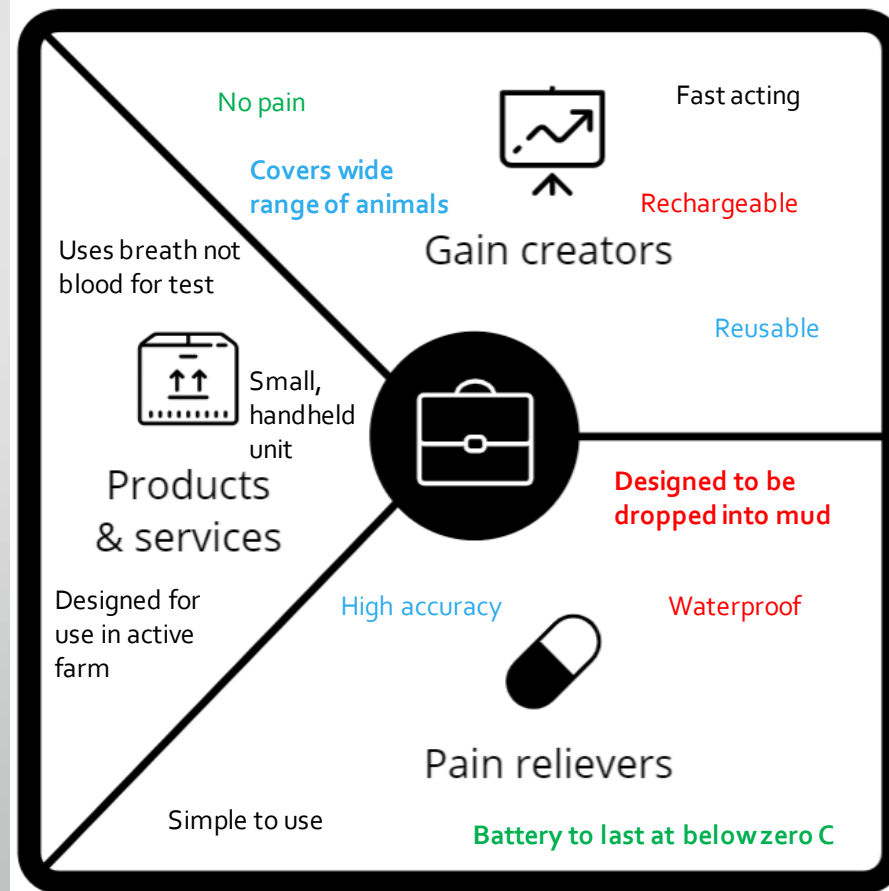
Customer segment



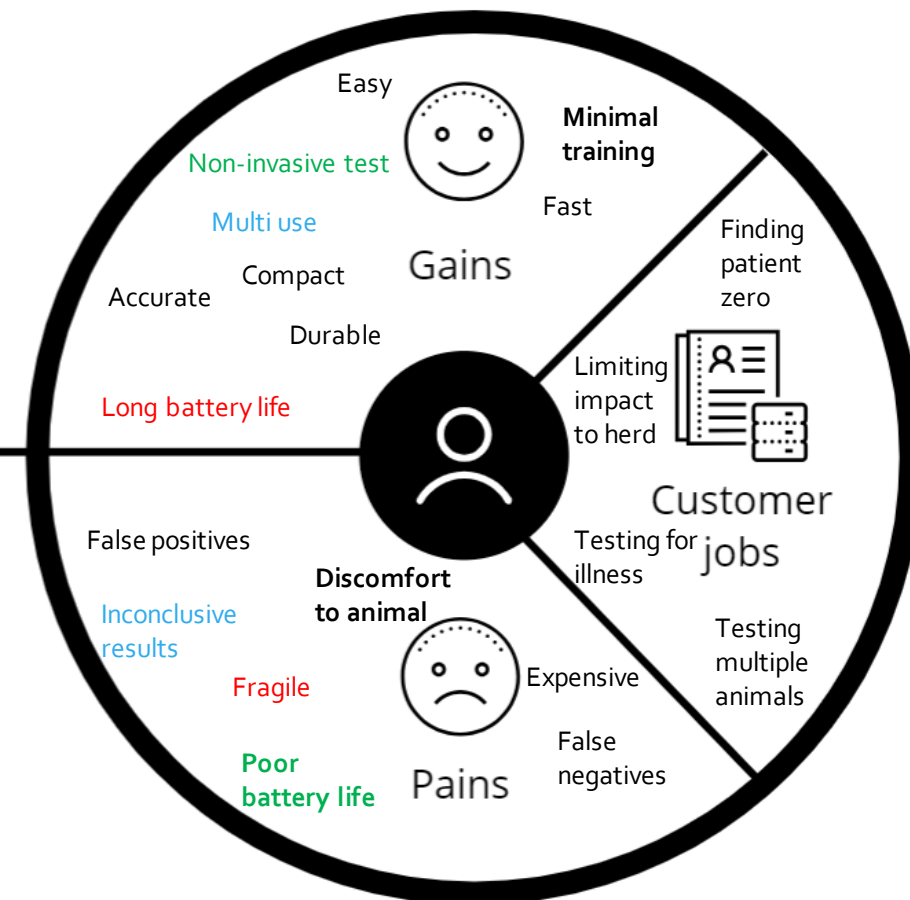
“We provide farmers with the **tools** needed to test their animals **quickly and easily** without causing the animal undue **distress or discomfort**”

Customer C – Farmers

Value proposition



Customer segment





Questions?