

- STUDENT NAME: ANA MARIA CAPRIOARA
- STUDENT NO:2019932
- MODULE CODE: BMHP5014
- LECTURER'S NAME: Diola Bijlhout

• **MODULE TITLE: Change makers: Creativity and Value
Creation**

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Artefact 1



Introduction

Value creation is the first step for every small and large scale business. This process will help the company to provide product and service to the customer which they use consistently and can also meet the needs of the customer. This effective value creation will help the company to create a bond and customer loyalty with the customer.

Identification in a gap of a product

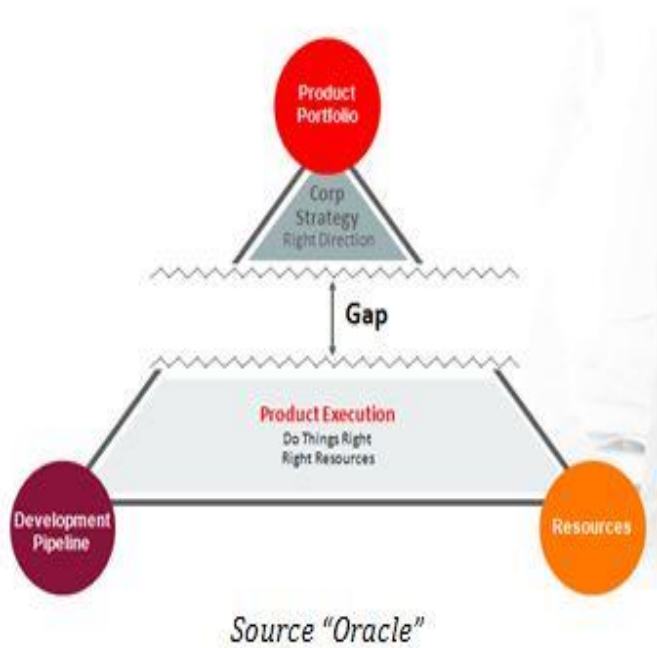
A product of a company is one of the most important things that the company has to look for to expand and grow their business. It is important for all the product managers to know the gap in a product the company is offering and that of their competitors (Truax, N.J. and Romo, 2020). The production manager has a limited budget, people and time which can help them to bring a new product to the market. So, the production manager needs to be highly selective and follow a few strategic initiatives that they trust and will help to move their product to the goal of the company (Truax and Romo, 2020). The production manager should also know that no product will ever be perfect as there will always be some customer who finds something is lacking in the product. For example, most people think that the iPhone is the most successful electronic product and have been satisfying their customers till the date. But there are also many customers who complain about the iPhone. Thus, the production manager needs to identify the product gap before launching the product in the market (Bowen and Van Waes, 2020).

The production manager still needs a process for identifying the product gap even after launching the product and they can do so with more than one product gap analysis method. One of the first ways the manager can analyse the product gap is by knowing “misguided flagship feature” (Alexander, 2021). Here, the company adds a lot of attention and resources into features which the user does not find useful at all which creates a product gap. So the product gap arises as the company failed to include the important features in the product and included the piece of functionality in the product that the market is not looking for. Thus, the company can work on adding the feature and improve their product that the market is looking for and demanding to remove the product gap. Another factor that may arise is the product gap because of persona mismatch (Yu *et al.*, 2018). It can leave a huge product gap if the company positions their product for the wrong persona. This will lead to a huge product gap as the customer will engage less with the product. This happens because of companies failing to position their product to the right persona. The product gap also arises because the company developed a viable feature for one person and the company is marketing their product to a different persona entirely (Chrysochou, P. and Festila, 2019).

Conclusion

The above blog has talked about creativity and value creation. It has also talked about the identification in the product gap and how product gap can affect the company. It has also talked about the causes of product gap and how the company can identify the product gap.

Artefact 2



Introduction

“No More Product Gap”

Hi, I am Ana Maria Caprioara, student at University of Wales Trinity Saint David. It is great to meet you all. I am in front of all of you because we are going to start a “**Product Gap**”. Through this campaign, it will help different individuals and organisations to understand how they can avoid the problem of product gap. The aim of the campaign will be to increase the awareness which may lead a product gap in the product of an organization (Song *et al.*, 2019). I am passionate about this because the different organisations of the UK are facing the problems because of the product gap. Thus, this awareness campaign may help to decrease the rate of product gap. The campaign will also be called “**No More Product Gap**”.

Problem

Since the rate of product gap is growing every day, I figured that you will be interested to hear about the problem and the campaign. Since the organisations of the UK is facing a major problem in meeting the needs of the customer because of product gap. The current formation in information says that the rising number of product gap can be avoided by taking the right steps and different awareness campaigns and programmes. The information says that the rate of product gap is rising because of companies failing to understand the needs of the customer. There is a lack of effective awareness campaigns which will help the people to understand how the problems such as product gap can be avoided (Bowen and Van Waes, 2020). Problems like product gap can be avoided with the availability of the awareness programs and campaigns as it will help the companies to understand more about the topic (Gao, 2020).

Solutions

So the students of the college have decided to start a product gap awareness campaign and aims to raise the awareness of the factors that can lead to problems such as product. This campaign will also encourage good practices to the organisations and the campaign also includes “a strategy to deal with the problem of product gap” (Truax, and Romo, 2020). This campaign will also focus on publicising the methods for detecting product gap in an early stage and its significance which will improve and increase the chance (Diabat *et al.*, 2019).

Value proposition

Through this campaign, the companies will know what to avoid and what can cause problems such as product gaps. It will not only decrease the rate of product gap but will to provide the product according to the needs of the people of the country as people will participate in different physical activities which can improve their health. The campaign includes “understand to needs of the customer”, “how product can be developed” and several other factors (Yu *et al.*, 2018). The “**No More Product Gap**” campaign will help the people follow all these procedures to avoid getting diagnosed by cancer and for a healthy lifestyle (da Costa Fernandes *et al.*, 2020).

Conclusion

The above report has shown an elevator style pitch presented to the audience. The elevator pitch has talked about the product gap awareness campaign and benefits of that campaign. The main focus of the elevator style pitch was to gain audience support by actively being involved or through funding.

Reference

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