



Managing New Product Development

An Introduction to Assessment A

February 2022

- Brief
- Dates & times
- Teams

Module Learning Outcome: Demonstrate a systematic understanding of the key elements that contribute to the successful gathering of market knowledge for new product development.

Scenario

i. Background

You are NPD Manager of a Carmarthen-based SME which currently specialises in the manufacture of electronic breathalyser systems. The market for these devices is predominantly to police and security forces.

* NB See the website of Lion Laboratories for an exemplar product, for example the Lion Alcometer 500.

Scenario

ii. A new product development project

Through a Knowledge Transfer Partnership with a local university, the Company has identified the possible commercial opportunities that may exist if the chemical alcohol detector system (which is at the heart of their breathalyser products) was adapted to cover the detection of other organic materials, including those generated in the breath as a result of various virus infections.

Scenario

ii. NPD project...cont'd

In light of the current Coronavirus pandemic, the Company can see great potential in developing a device that could meet both clinical and personal requirements. As the NPD Manager you're approaching the development of this potential CDS (Chemical Detector System) in an 'Open Innovation' manner – and presently have a series of small concurrent R&D projects being undertaken both in-house and in conjunction with your local university.

Scenario

iii. Sources of marketing knowledge

As this product will take the Company away from its normal market sector, you're concern is the lack of market intelligence that you know will be essential in the development of this product.

The 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.

The Task:

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

Present your findings from your sources of marketing knowledge, and apply this
practice to the business in order to ascertain –

2. what business are we in?
3. what business(es) could we be in?

The Task:

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

4. You will also include your interpretation of marketing sensing capabilities and market understanding and develop the definition(s) of value for at least one customer value proposition scenario.

The Deliverables – a Group Presentation:

The presentation should be made using PowerPoint and should last for 30 minute minutes. You should prepare for a 5-minute question period after your presentation is complete.

Dates & Deadlines:

Your 'hand in' date: 12 noon, Wednesday 6th April 2022

Your Presentation day: Friday, 8th April 2022

Ceiriog

Nikki Pullan

Alex Collier

Jennie Bull

Ged Logan

Josh Hugo

Collen

Harish Rama

Tom Ditton

Nigel Roberts

Glen Griffiths

Radnor

Craig Jones

Rohan Srinivas

Clair Petharam

Alison Morris