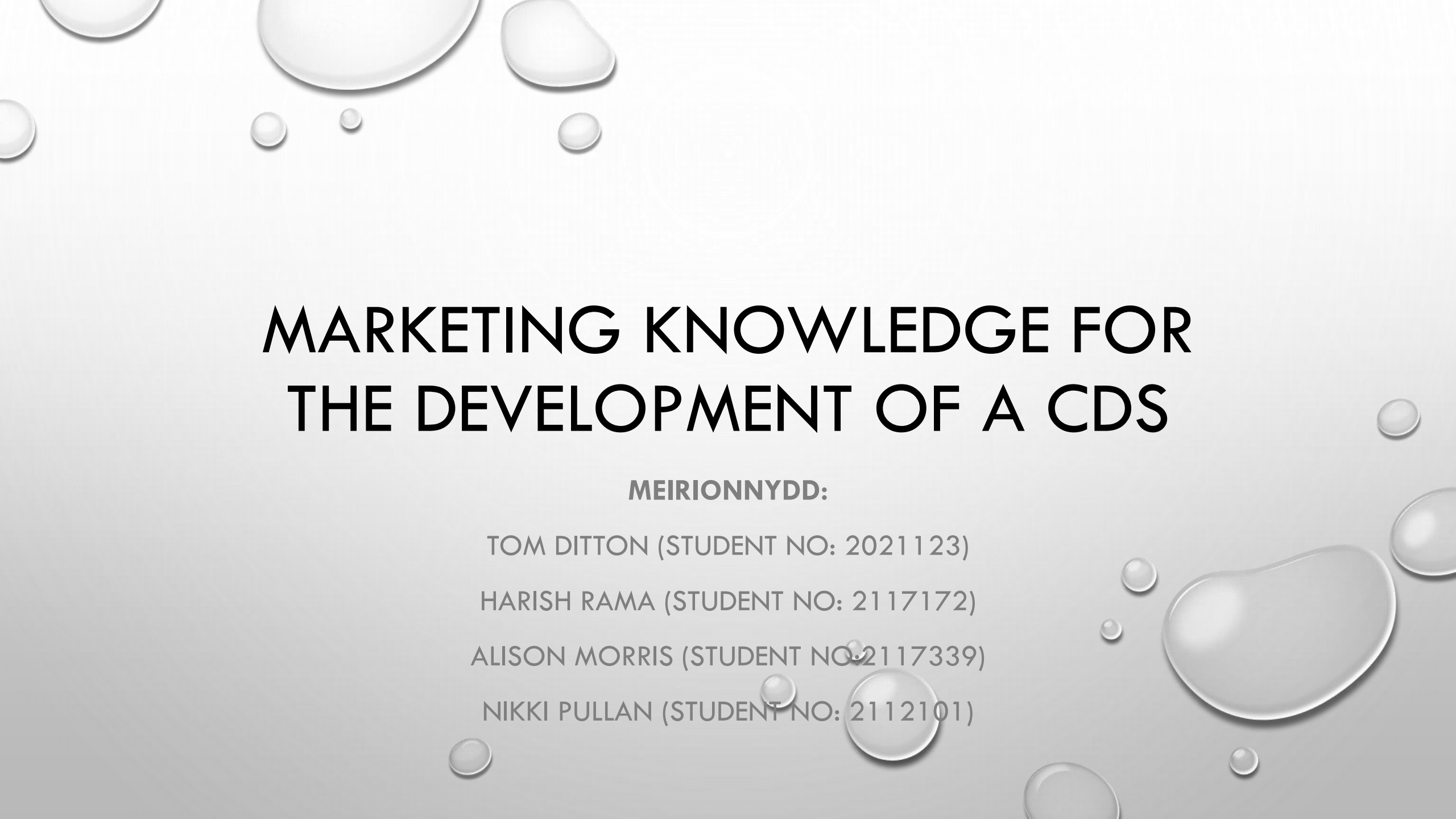




MARKETING KNOWLEDGE FOR THE DEVELOPMENT OF A CDS

MEIRIONNYDD:

TOM DITTON (STUDENT NO: 2021123)

HARISH RAMA (STUDENT NO: 2117172)

ALISON MORRIS (STUDENT NO: 2117339)

NIKKI PULLAN (STUDENT NO: 2112101)

INTRODUCTION - MEIRIONNYDD

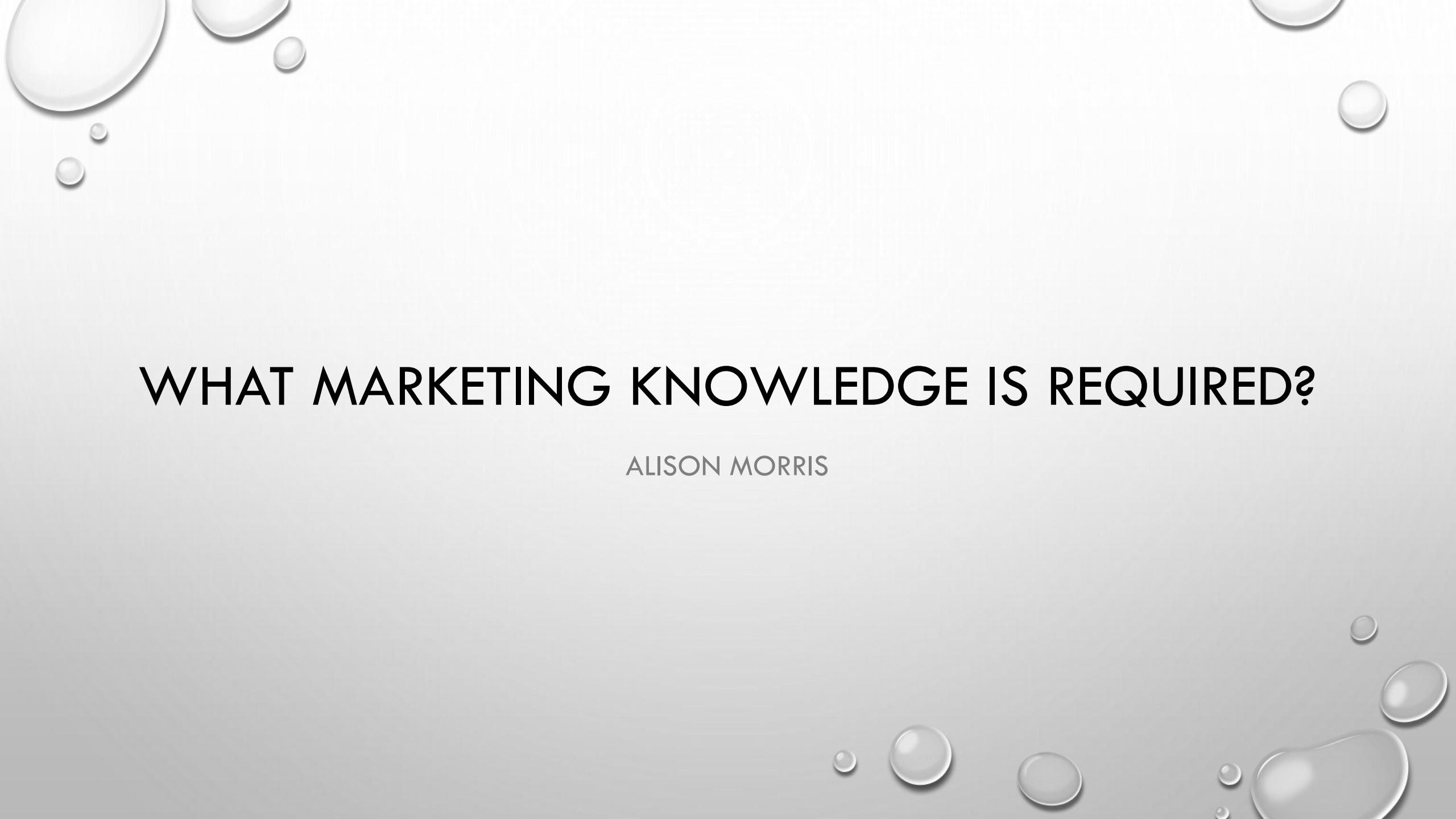
- WHAT MARKETING KNOWLEDGE IS REQUIRED? [ALISON MORRIS](#)
- WHAT BUSINESS ARE WE IN / COULD WE BE IN? [NIKKI PULLAN](#)
- CUSTOMER VALUE PROPOSITION SCENARIOS:-
 - EMPATHY MAP – CLINICAL: [HARISH RAMA](#)
 - VALUE PROPOSITION CANVAS – AIRPORT VIRUS SCREENING: [TOM DITTON](#)
- KEY CONCLUSIONS AND LEARNING OUTCOMES – [TEAM MEIRIONNYDD](#)

INTRODUCTION - BACKGROUND

- We are a producer of electronic breathalyser systems which are used by police and security forces
- Chemical alcohol detector system development
- Detect breath generated organic materials including viruses
- Opportunity to develop this technology for clinical and personal uses
- Requirement now is to investigate what marketing knowledge is needed to venture into new market/s.



(Seal Medical, 2022)



WHAT MARKETING KNOWLEDGE IS REQUIRED?

ALISON MORRIS

WHAT WE KNOW

- Knowledge transfer partnership, R&D projects with local university
- Approaching this in an 'open innovation' manner
- There are possible commercial opportunities
- Internal data - can inform but only about current customers, not non-customers.
- CRM data gives an important insight into how our customers behave and can give clues for our project
([Piercy, 2009](#))
- What do we know that our competitors don't?

WHAT WE NEED TO KNOW

- Need to look beyond CRM to understand (potential) customer experience
- IP ownership/patents required? How easy is it for our competitors to copy our technology?
- Ethnography:
 - Insights as to how current testing works and whether there is a need/niche in the market for this kind of product
- Futurology:
 - Can this product be used to identify other viruses in the future? Envisaging how the pandemic may evolve so this product is best placed if/when that happens
 - Or may inform the company that this product is not needed/not needed in its current format
- Who are our competitors? What are they planning to bring to market? Ensure this is done ethically

(Piercy, 2009)

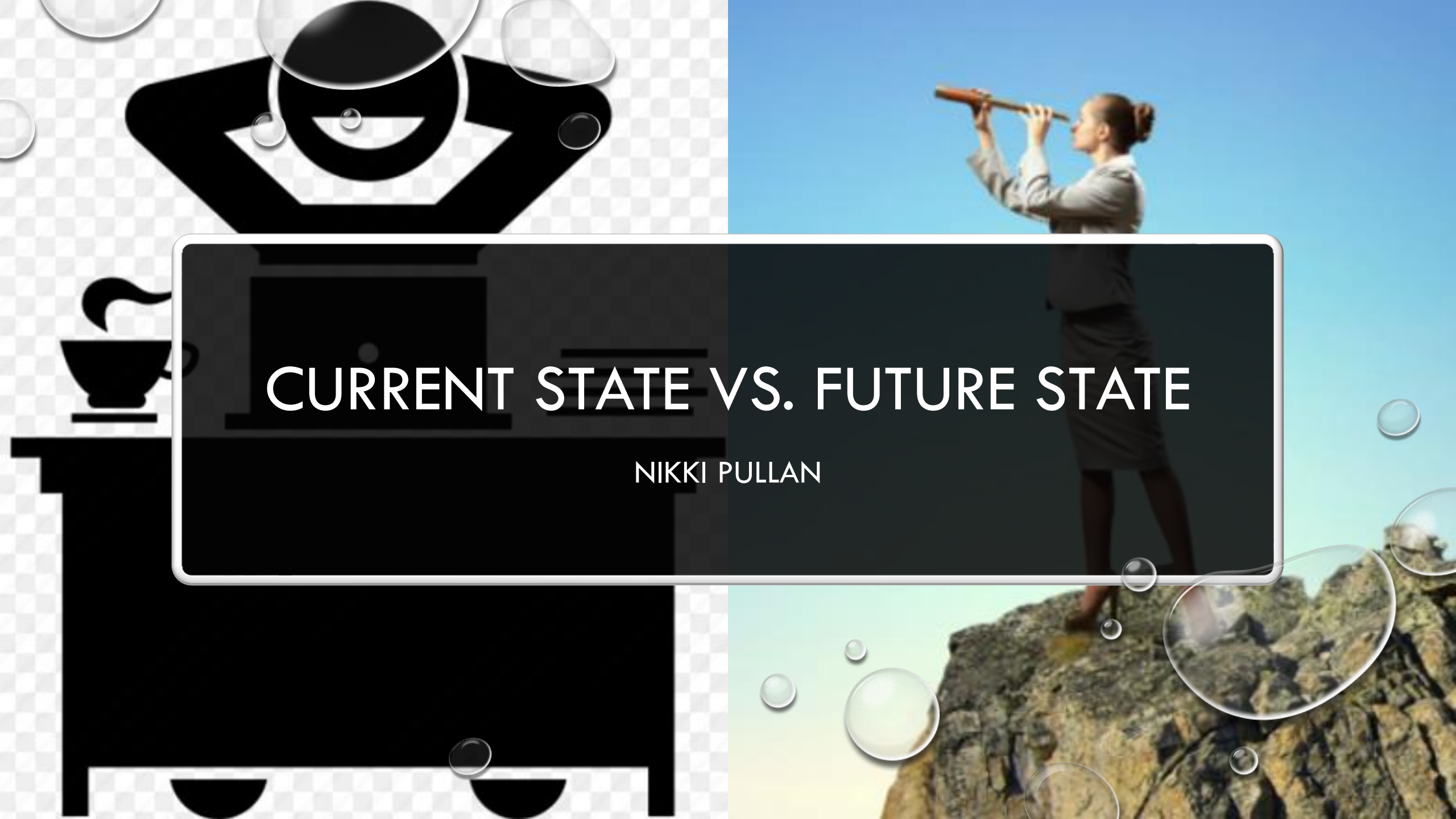
WHAT WE NEED TO KNOW

- Trendspotting – looking for clues/trends in the market-place
- Lifestyle – will this benefit the consumer/user, and how?
- Which areas of the market do we need to focus on?
- What are the risks?
- Need to understand the needs of the market we're trying to tap into and how they are changing
- Different approaches discussed will need to be amalgamated to gain a holistic view-point of the market and so to develop the best marketing strategy

PESTLE ANALYSIS

PESTLE Analysis

P	E	S	T	L	E
POLITICAL	ECONOMICAL	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
Example: • Current tax policy • Brexit • Trade policies • Political stability • Government policy	Example: • Inflation rate • Exchange rates • Economic growth • Interest rates • Disposable income • Unemployment rate	Example: • Lifestyle attitudes • Cultural barriers • Population growth • Population age • Health consciousness • Target demographics	Example: • Level of innovation • Automation • Technological awareness • Cybersecurity • Technological change • Internet availability/speed	Example: • Employment laws • Discrimination laws • Health and safety • Copyright protection • Consumer safety	Example: • Weather • Climate change • Environmental policies • NGO pressure • Recycling • Pollution • Sustainability



CURRENT STATE VS. FUTURE STATE

NIKKI PULLAN

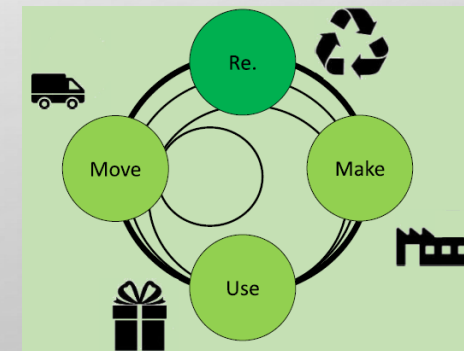
OUR CURRENT BUSINESS *STRENGTHS*

- IN-HOUSE TECHNICAL KNOW-HOW
- PRODUCT & MANUFACTURING EXPERIENCE
- ESTABLISHED LOGISTICS & SUPPLY CHAIN
- PROVEN CUSTOMER BASE
- LINKS WITH ACADEMIA



OUR CURRENT BUSINESS CONSIDERATIONS

- **REGULATORY THEMES:** MARKET LOCATION, LEGALITIES OF ALTERNATIVE USES
- **PRODUCTION CAPACITY:** OUTSOURCING MANUFACTURING, ADDITIONAL SPACE/PRODUCTION LINES
- **PRODUCT COST:** TARGET MARKETS REQUIRING HIGHER SPECIFICATION VS. INEXPENSIVE OFFERINGS
- **TECHNOLOGICAL IMPROVEMENTS:** UPSKILLING PERSONNEL, OUTSOURCING EXPERTISE, DIGITISATION & CONNECTIVITY
- **SUSTAINABILITY:** RECYCLED/RECYCLABLE PLASTICS, POWER SOURCE TO FUNCTION
- **PROJECT MANAGEMENT:** CORRECT TOOLS TO SUIT PROJECT



WHERE OUR BUSINESS COULD BE

Sustaining Innovation

Known markets

Improve for current customer base

Breakthrough Innovation

Leverage KTP to ID new analytes

Potential novel chemistries for CDS?

Alternative, new application forms

- No/low contact
- Agriculture

Potential Future Applications

Public

- Transport, education

Medical/Clinical

- Disabilities, social services

Personal

Services

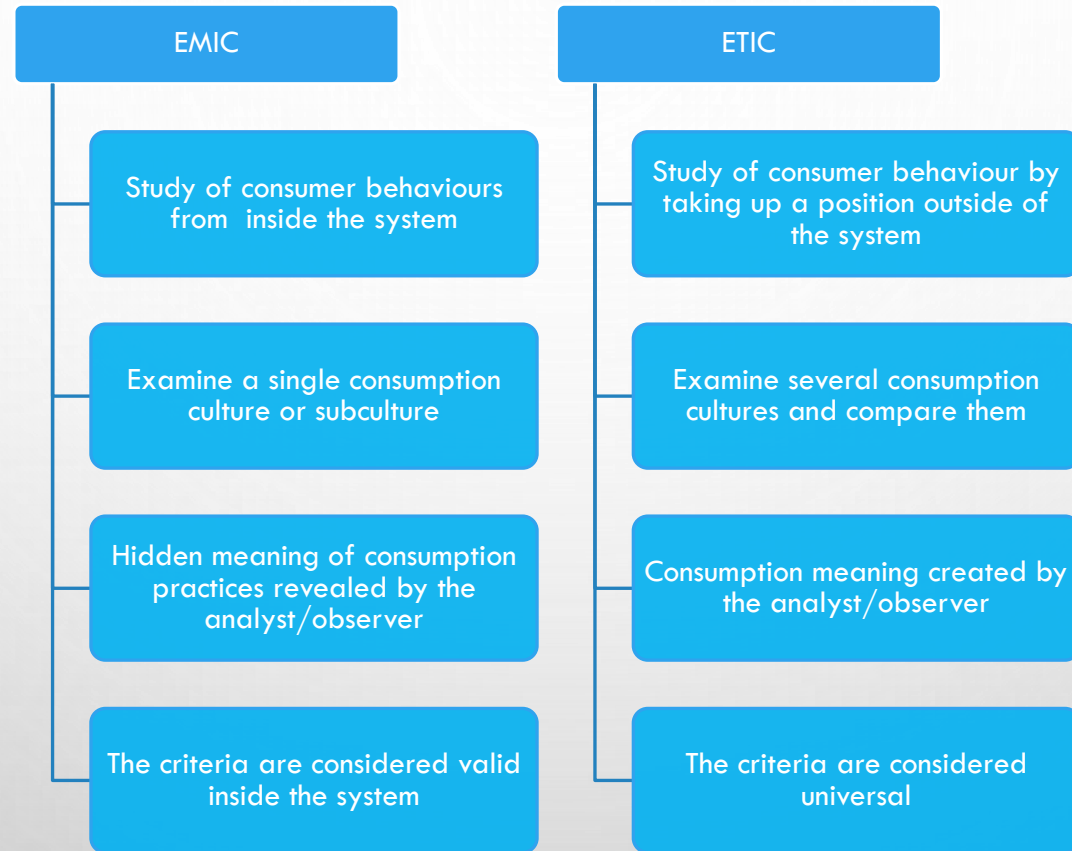


CUSTOMER VALUE PROPOSITION SCENARIOS

TOM DITTON AND HARISH RAMA

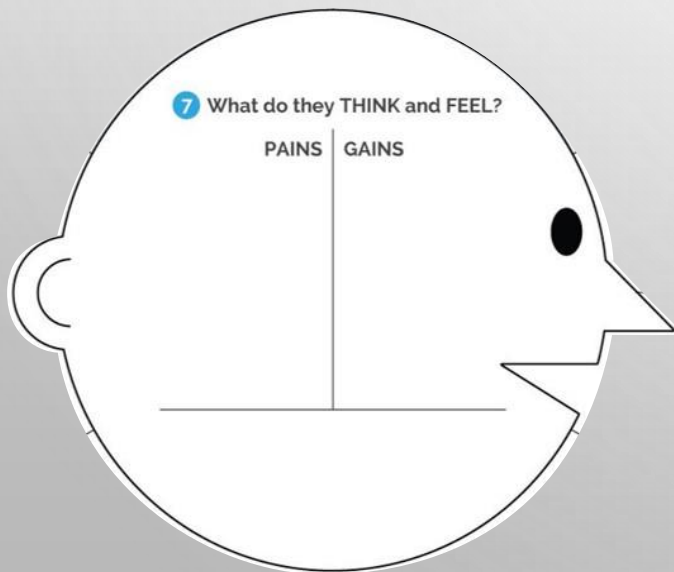


EMIC AND ETIC PERSPECTIVES



Batat (2019)

Empathy map



Value proposition canvas

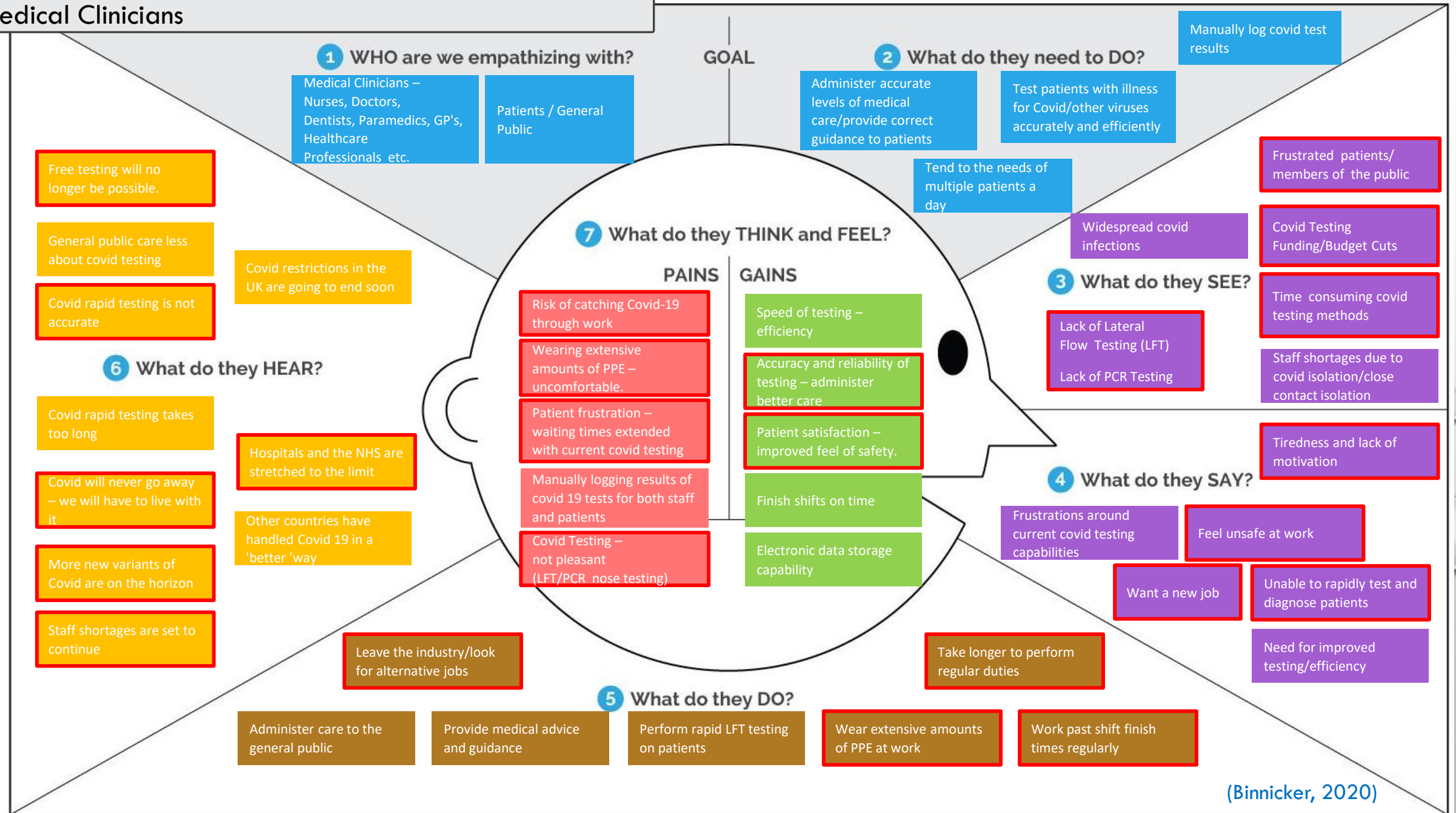


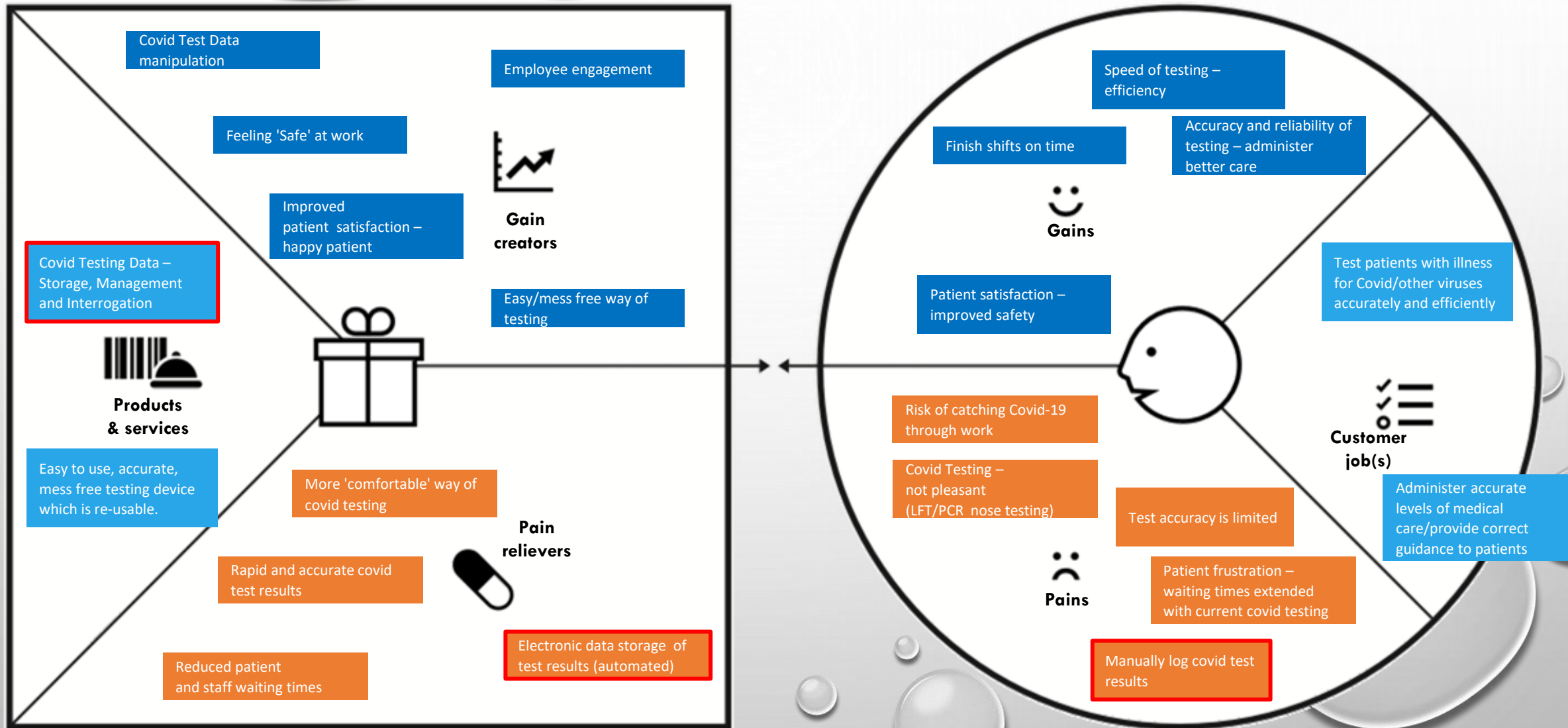
MEDICAL CLINICIANS

HARISH RAMA

- PRIMARY MARKET
- EMPATHY MAP FOCUS
- LET'S PUT OURSELVES WITHIN
"THE SHOES OF THE
CUSTOMER"







AIRPORT VIRUS SCREEING

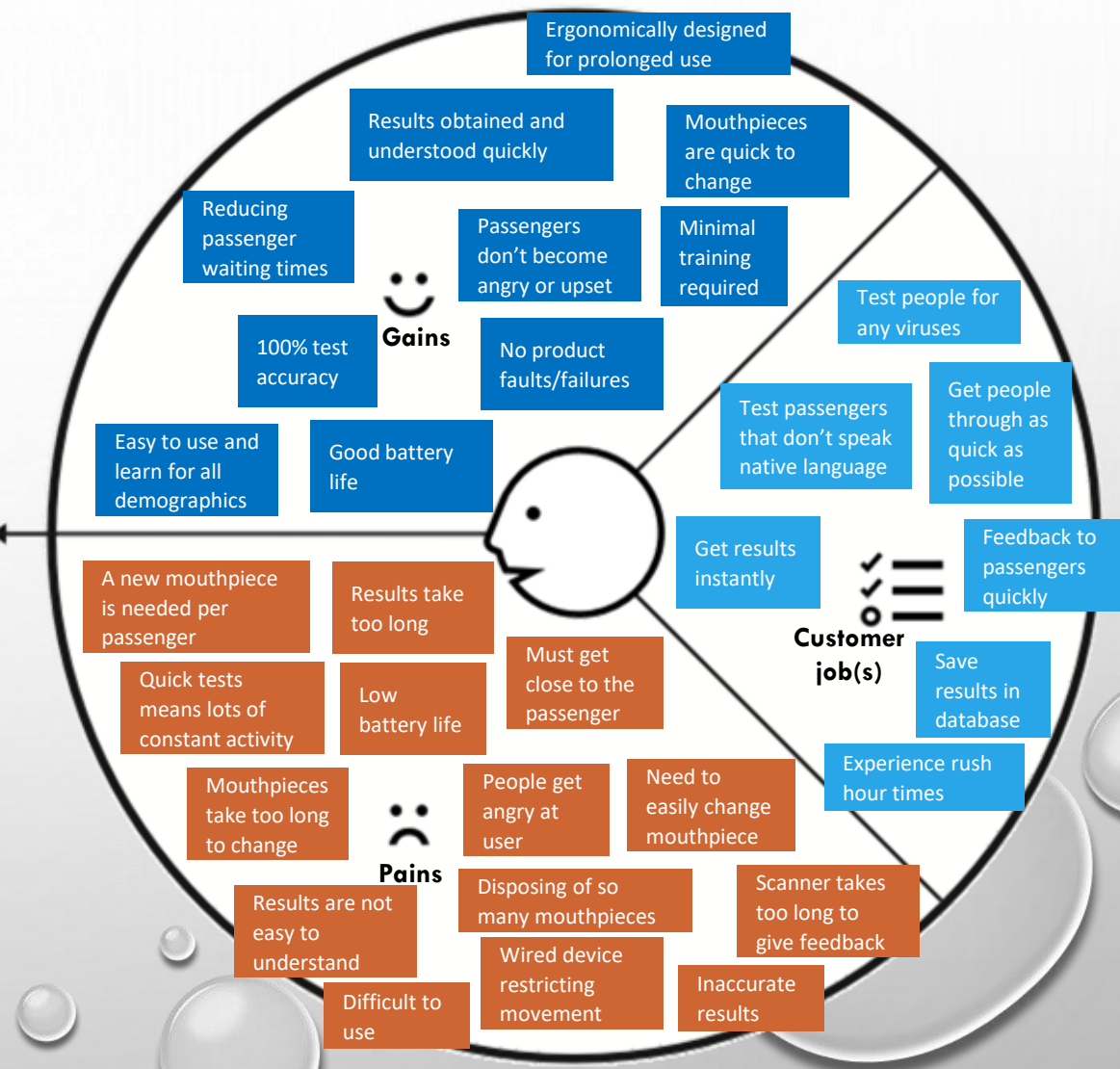
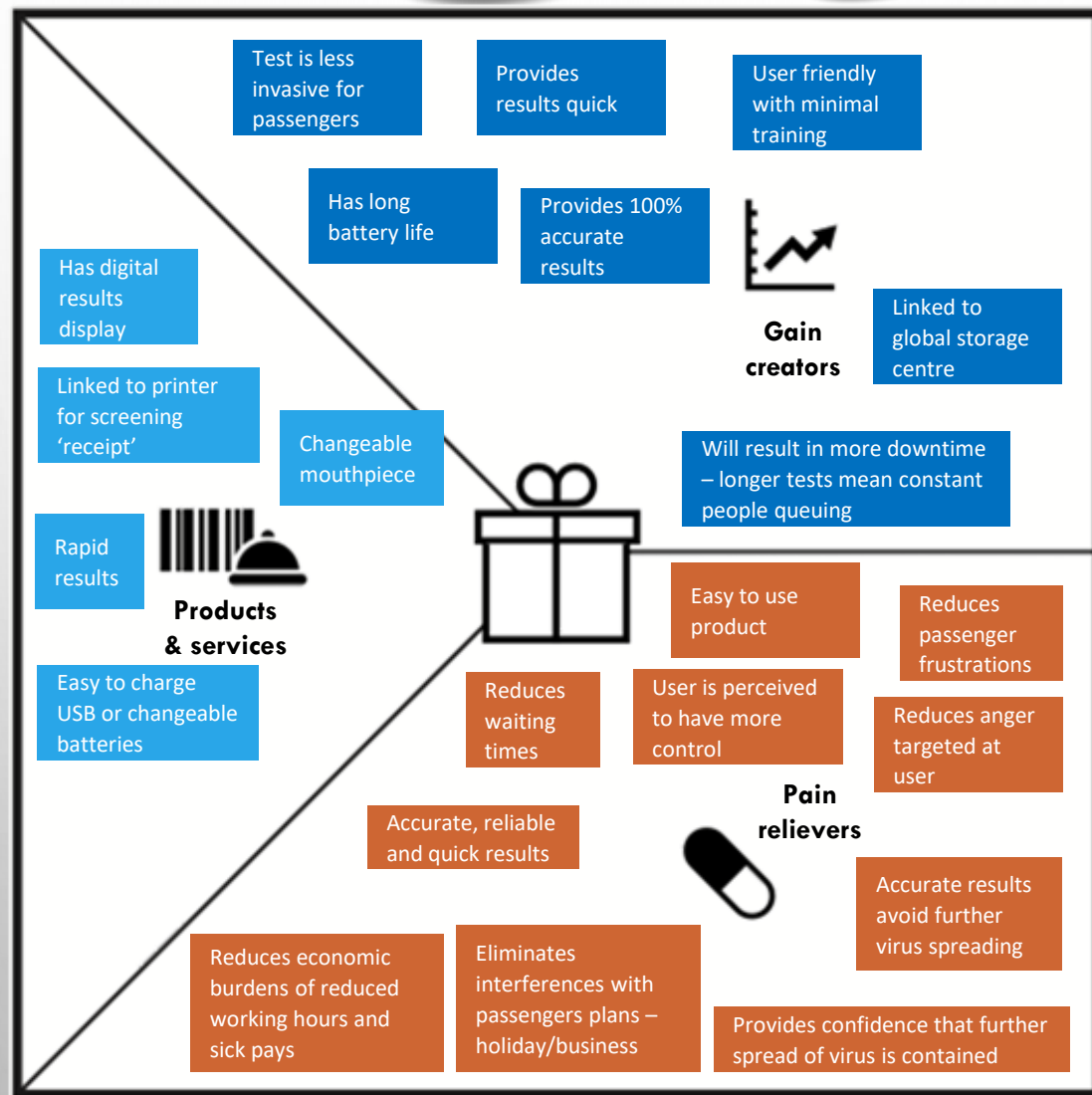
TOM DITTON

- FUTURE MARKET
- CUSTOMER VALUE
PROPOSITION FOCUS



Designed for:

Airport Virus Screening



Airport Virus Screening

Airport covid screener

1 WHO are we empathizing with?

Every person boarding a plane must be tested at the airport prior to boarding

User must test every person leaving the country (using lateral flow test). They must wait for the result before allowing that person to enter the airport or gate

GOAL

2 What do they need to DO?

Wants to test people quicker and reduce waiting times and delays

Need to test people for COVID

Need to determine if the test is a pass or a fail

People getting agitated, frustrated, aggressive. People arguing

7 What do they THINK and FEEL?

PAINS

GAINS

Fear of being abused, assaulted, attacked, harassed

Fear that the job is leading nowhere

Frustrated at queues of being building up

Anxiety over causing people to be late for flights

Want their job to be easier

Needs people to understand the process

Hopes there will be no 'drama' during work

Dreams of ??

3 What do they SEE?

Lateral flow tests. PCR tests

Queues of people waiting to be tested. People being late for flights

The news. COVID reports and updates. What other countries are doing. What other services are doing

6 What do they HEAR?

Hearing that their friends are enjoying their jobs

Hearing from friends that they should find another more enjoyable job

Hearing solidarity that the job is difficult

COVID is going to get worse/better

4 What do they SAY?

I want this line to move quicker

I don't want to deal with angry people

I want my job to be less stressful

I want to make people's flight experience less stressful

I'm tired

I wish this was easier

5 What do they DO?

Stands all day testing people

Regularly checks their watch or clock

Get tired and upset

Complained to a colleague

Looking for another job

KEY TAKEAWAYS/LEARNING OUTCOMES

- Alison: It's much more than 'traditional' market research – market sensing and intelligence is gaining a deeper understanding of a particular market to develop sophisticated marketing strategies.
- Nikki: The Technical-Commercial relationship is precarious... Neither of us are right or wrong; we just need to appreciate each other more. Or at least try to ;-)
- Harish: Putting yourself in the "shoes of the customer" sounds like a simple thing to do, but we rarely seem to do this in industry. The empathy map is a useful tool that allows us to keep sight of customer value and is something that I will be looking at discussing with the wider team at Safran, especially when it comes to New Product Development.
- Tom: Customer proposition value tools are useful and provide good insights into user requirements, however no one tool captures everything. Using multiple tools allows you to gain insights into many aspects that can be brought together to create a complete and comprehensive user understanding.

The background is a light gray gradient. In the top left and bottom right corners, there are several realistic water droplets of various sizes, some with highlights and shadows. In the upper center, there is a faint, circular logo or watermark that appears to contain a stylized 'E' or similar symbol.

THANK YOU

ANY QUESTIONS?

REFERENCES

BATAT, W. (2019) *EXPERIENTIAL MARKETING: CONSUMER BEHAVIOR, CUSTOMER EXPERIENCE AND THE 7ES*. 1ST EDN. LONDON: ROUTLEDGE.

BINNICKER, M. (2020). CHALLENGES AND CONTROVERSIES TO TESTING FOR COVID-19. *JOURNAL OF CLINICAL MICROBIOLOGY*, [ONLINE] 58(11), PP.3-5. AVAILABLE AT: [HTTPS://JOURNALS.ASM.ORG/DOI/EPUB/10.1128/JCM.01695-20](https://journals.asm.org/doi/epub/10.1128/JCM.01695-20) [ACCESSED 1 APR. 2022].

CIPD. 2022. *PESTLE ANALYSIS | FACTSHEETS | CIPD*. [ONLINE] AVAILABLE AT: <[HTTPS://WWW.CIPD.CO.UK/KNOWLEDGE/STRATEGY/ORGANISATIONAL-DEVELOPMENT/PESTLE-ANALYSIS-FACTSHEET#8000](https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#8000)> [ACCESSED 3 APRIL 2022].

DENNING, S. 2018. *THE AGE OF AGILE: HOW SMART COMPANIES ARE TRANSFORMING THE WAY WORK GETS DONE*. NEW YORK: AMACOM

DURVASULA, S. & LYSONSKI, S. (2014) 'PROBING THE ETIC VS. EMIC NATURE OF CONSUMER ETHNOCENTRISM', *INNOVATIVE MARKETING*, 10(1), PP. 7-16.

IMPACT INNOVATION & GROWTH SERVICES LTD. BUSINESS MANAGEMENT CONSULTANTS IN WALES. TEL: 01633 215545. 2022. *PESTLE ANALYSIS — IMPACT INNOVATION & GROWTH SERVICES LTD. BUSINESS MANAGEMENT CONSULTANTS IN WALES. TEL: 01633 215545*. [ONLINE] AVAILABLE AT: <[HTTPS://WWW.IMPACT-INNOVATION.CO.UK/PESTLE-ANALYSIS](https://www.impact-innovation.co.uk/pestle-analysis)> [ACCESSED 2 APRIL 2022].

INEWS.CO.UK. (2022). *WHEN COVID TESTS STOP BEING FREE AND HOW MUCH THEY WILL COST*. [ONLINE] AVAILABLE AT: [HTTPS://INEWS.CO.UK/NEWS/HEALTH/COVID-TESTS FREE-WHEN-END-HOW-GET-LATERAL-FLOW-WHAT-COST-TESTING-STOP-1540227](https://inews.co.uk/news/health/covid-tests-free-when-end-how-get-lateral-flow-what-cost-testing-stop-1540227) [ACCESSED 5 APR. 2022].

MAHASE, E. (2020). COVID-19: UK HOSPITALS TO GET RAPID TESTS FROM SEPTEMBER. *BMJ*, P.M3087.

MCDONOUGH, W. AND BRAUNGART, M. 2002. *CRADLE TO CRADLE*. NEW YORK: NORTH POINT PRESS.

PIERCY, N., 2009. *MARKET-LED STRATEGIC CHANGE: TRANSFORMING THE PROCESS OF GOING TO MARKET*. 4TH ED. HARPERCOLLINS, PP.219-266.

SATELL, G., 2017. THE 4 TYPES OF INNOVATION AND THE PROBLEMS THEY SOLVE. *HARV BUS REV*, 11, PP.2-9.

SEAL MEDICAL. 2022. LION 700 ALCOLMETER/ALCOMETER BREATHALYSER (NO PRINTER VERSION). [ONLINE] AVAILABLE AT: <[HTTPS://WWW.SEALMEDICAL.COM/PRODUCTS/LION-500-500P-BREATHALYSER?VARIANT=40313446990016&GCLID=EAIAIQOBCHMII5L1X__19GIVYE3MCH2J9GTAEAQYASABEGLO9PD_BWE](https://www.sealmedical.com/products/lion-500-500P-breathalyser?variant=40313446990016&gclid=EAIAIQOBCHMII5L1X__19GIVYE3MCH2J9GTAEAQYASABEGLO9PD_BWE)> [ACCESSED 2 APRIL 2022].