



Management of New Product Development

Assignment A Market knowledge for NPD project (Lion Laboratories)

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Introduction

During this presentation we, as a marketing team are going to outline a plan to exploit a commercial opportunity to diversify the business. By blending our existing breathalyser technology with a new innovative discovery we can now detect viruses such as COVID 19 through chemical changes in peoples breath.

Industrial/Workplace



Hospitality Industry



Health and Social Care



Industrial/Workplace



The economy has experienced a significant shock since the start of the coronavirus (COVID-19) pandemic; GDP has fallen dramatically, with record broad-based falls in output for production, services and construction.

Analysis of our Monthly Business Survey (MBS) returns and external data, including comments from over 15,000 businesses, has shown that the coronavirus (COVID-19) had a significant and wide-ranging negative impact on output during April 2020.

April 2020 has experienced sharper falls than March as the negative impacts of social distancing and "lockdown" have led to a significant fall in consumer demand and business and factory closures, as well as supply chain disruptions.

[Coronavirus and the impact on output in the UK economy - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/economy/grossdomesticproductgdp/articles/coronavirusandtheimpactonoutputintheukconomy)

Monthly GDP, seasonally adjusted, UK, January 2008 to April 2020



Hospitality Industry



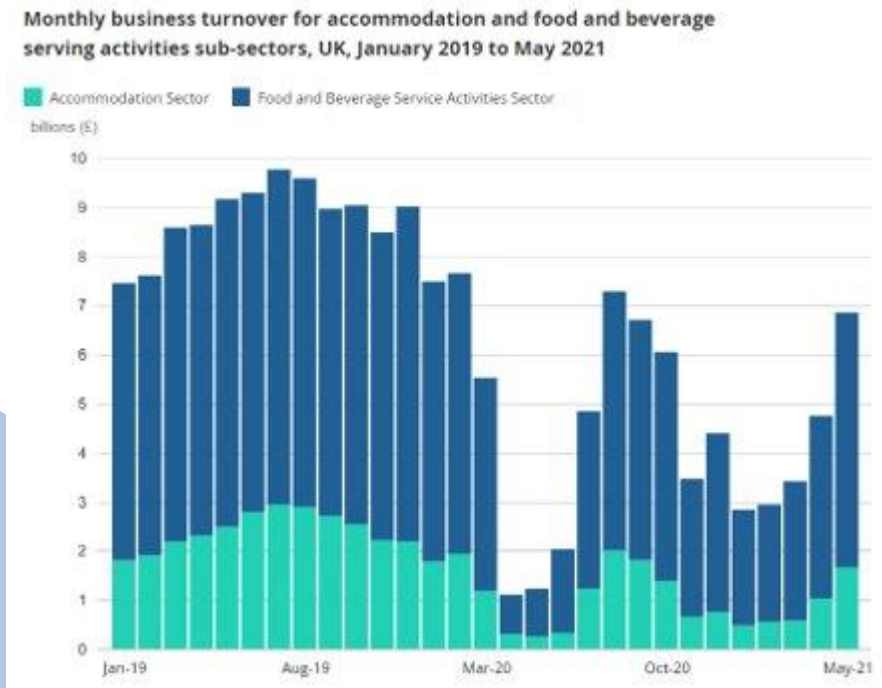
<https://www.ukhospitality.org.uk/news/563270/Hospitality-sector-loses-80.8bn-of-sales-in-12-months-of-COVID-19.htm>

Hospitality sector loses £80.8bn of sales in 12 months of COVID-19

The impact of the COVID-19 pandemic

The nature of COVID-19, and the measures needed to reduce transmission, has invariably had a disproportionate impact on businesses that exist to support social interactions. Despite **£352 billion** in government support, much of it targeted at hospitality, leisure and retail businesses, hospitality businesses operated at a loss and some, for example nightclubs, were unable to operate at all. Targeted support included grants, business rates relief, a VAT cut and the Eat Out To Help Out scheme, along with cutting red tape to make it easier for hospitality businesses to operate outdoors.

<https://www.gov.uk/government/publications/hospitality-strategy-reopening-recovery-resilience/hospitality-strategy-reopening-recovery-resilience>



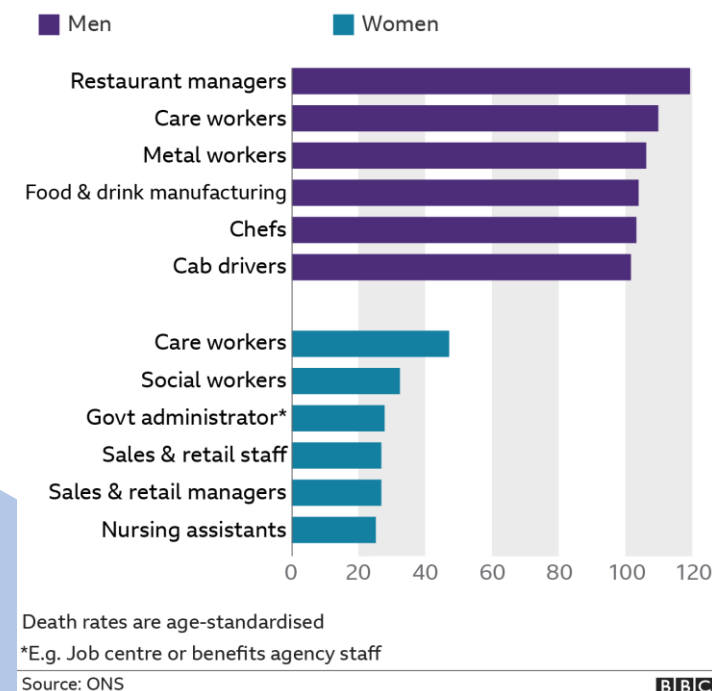


Health and Social Care

Health and social care workers are the **largest proportion of key worker occupations, making up 31%** of these roles while 15% of key workers are identified to be at moderate risk from COVID-19, mostly due to certain health conditions such as asthma, heart disease and diabetes. Using the **Coronavirus infection survey**, we found that people working in patient-facing roles like NHS professionals and nursing home or care home workers had a higher positive COVID-19 test rate (1.58%) than those who work in non-patient facing roles (0.27% tested positive).

<https://blog.ons.gov.uk/2020/07/09/covid-19-and-the-impact-on-social-care/>

Covid-19 highest risk occupations
Death rates per 100,000 population in England and Wales



https://ichef.bbci.co.uk/news/480/cpsprodpb/9417/production/_116711973_covid_occupations_640_v2-nc.png



— L I O N —

Existing Markets/Expertise

Markets
Law Enforcement
Industrial and Commercial
Medical
Personal
Education

STRENGTHS • Skilled workforce/supply chain • International reputation • Successful existing product	OPPORTUNITIES • Use similar expertise and manufacturing techniques. • Diversify into a new market • Expand business
WEAKNESS • Same market for a long time • Failing to get new MHRA certification • Know exactly what is required by existing customers	THREATS • Legal implications • Not being able to diversify production • Competitor producing similar product



Marketing strategy for new product

Emic data, CRM Database and existing records are redundant for the new market so we are going to use an Etic approach (Batat 2022):-

Ethnography

Neuromarketing

Futurology

To sense and gather knowledge on the new markets



Marketing strategy for new product

Ethnography (Piercy 2017)

Embed researchers in the different markets to gather data on how the different products could be used.

- Deeply immerse researchers in the day to day lives to see how the Consumer could use the product.
- Using an open, overt strategy we would explain exactly why we are carrying out the research.



Marketing strategy for new product

Neuromarketing (Piercy 2017)

We would use behavioural science and psychology to gauge consumers reactions to:-

- Advertising campaigns
- Packaging
- Ascetics and ergonomics
- Product features



Marketing strategy for new product

Futurology (Piercy 2017)

We would use scenario planners to try to predict the new markets we should be in:-

- Changes in legislation and MHRA approvals
- New COVID 19 strains
- Government policy's or lockdowns
- Detection of other viruses



What market should we be in?

CBS 9000

Used in a medical environment with “unparalleled performance in accuracy, precision and interferent detection by using pulsed infrared technology, eliminating chopper motors or mechanical filters in the analytical system” (Lions Laboratories 2022)



CBS 800 is the latest complete line of breath testing instruments for the civilian market. The I-800 utilises the industry’s only safe and sanitary side exhaust system minimising the operator’s exposure to exhaled breath. (Lions Laboratories 2022)

For quick use and turnaround, ideal for screening larger numbers at entry points to safety critical sites, the lion **CBSBlow®** will detect the presence of COVID19 on the breath by simply blowing on it. If COVID19 is detected, you can then investigate further and take a measurement with lion screening instruments. (Lions Laboratories 2022)

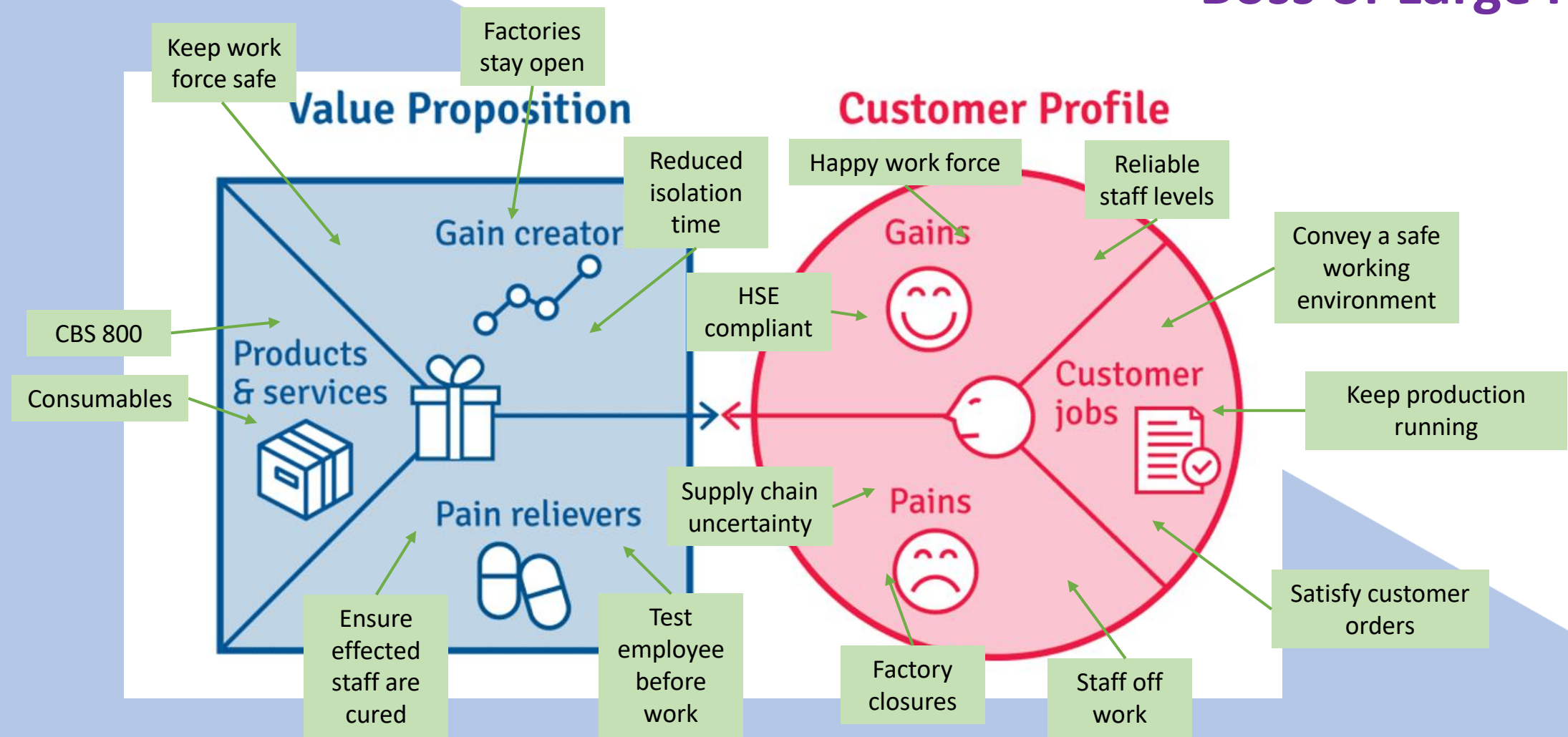




Customer Value Proposition

Pains, Gains and Product

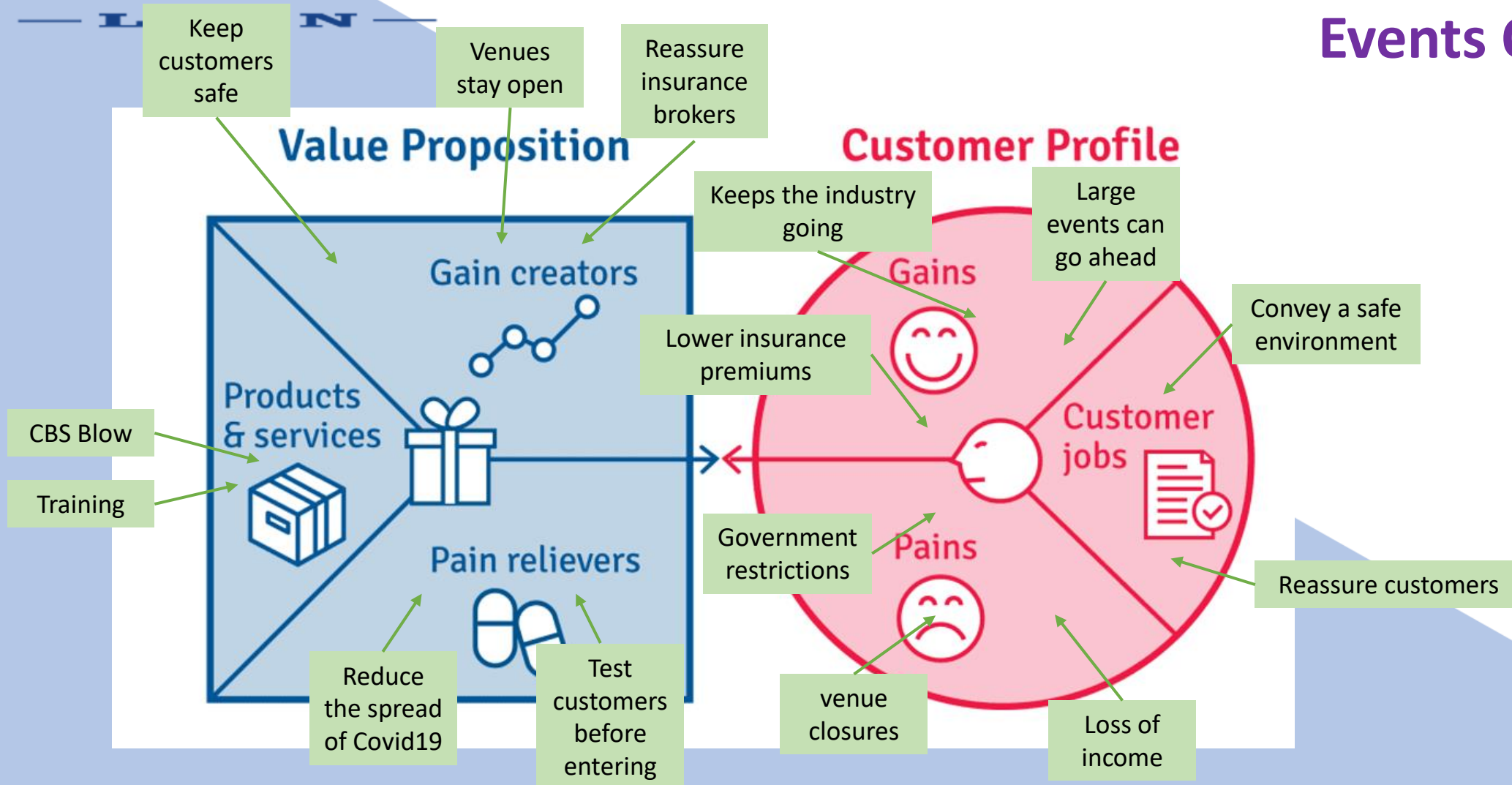
Boss of Large Factory



Customer Value Proposition

Pains, Gains and Product

Events Organiser

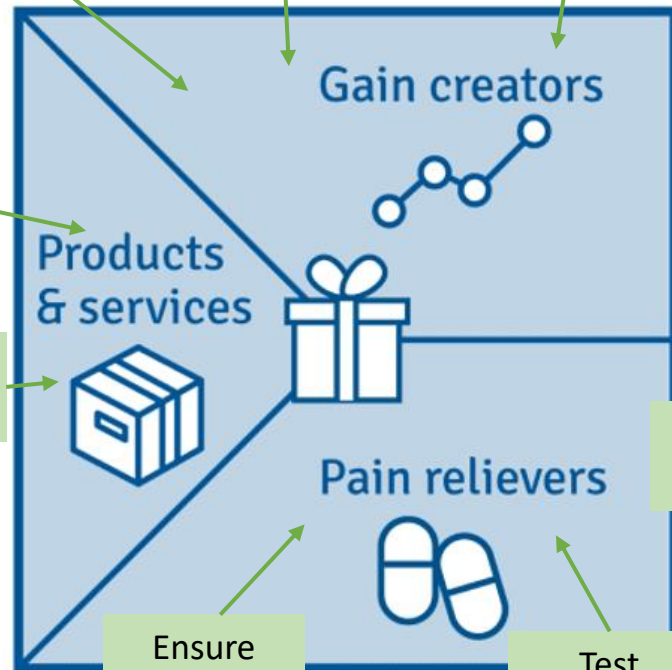


Customer Value Proposition

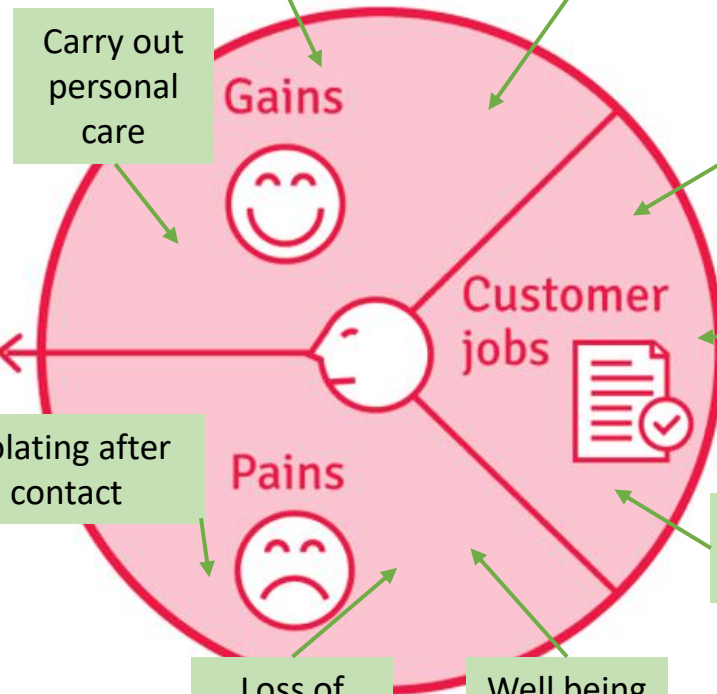
Pains, Gains and Product

Care Worker

Value Proposition



Customer Profile



Keep venerable people safe

Visitors allowed

Safe to carry out personal care

Happy work force

Mental Health of patients

CBS 9000

Calibration Servicing

Ensure effected staff are cured

Test Family before visits

Carry out personal care

Isolating after contact

Loss of income

Well being of the patients

Convey a safe caring environment

Keep Homes open

Give high level of care



Commercialisation

We capitalise and build market share with this innovation using:-

- Sales
- Rental
- Consumables
- Licence IP
- Service and calibration
- Training
- Sale of data

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Nigel Piercy 2017 Market led strategic change Ethnography p236 Neuromarketing p267 Futurology p268

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Available