



Management of new Product Development Assessment A

Determine what marketing knowledge is likely to be required for the development of this new product.

When developing a new product, having a solid understanding of marketing is crucial to ensure its successful launch and sustained growth. Here are some key marketing knowledge areas that are likely to be required:

1. **Market Research:** Conducting thorough market research is essential to understand the target audience, their needs, preferences, and the competitive landscape. This involves gathering data on market size, customer demographics, psychographics, buying behaviour, and trends.
2. **Target Audience Identification:** Clearly defining the target audience is vital for effective marketing. Identify the specific group of people who are most likely to benefit from and purchase your product. Develop buyer personas that outline their characteristics, motivations, and pain points.
3. **Competitive Analysis:** Analysing competitors helps you understand their products, pricing, positioning, and marketing strategies. This knowledge allows you to identify gaps, differentiators, and unique selling propositions for your product.
4. **Product Positioning:** Determine how your product will be positioned in the market and how it will differentiate itself from competitors. Clearly communicate the unique value proposition and benefits of your product to the target audience.
5. **Pricing Strategy:** Develop a pricing strategy based on factors such as production costs, target market's price sensitivity, perceived value, and competitive pricing. Consider pricing models, discounts, promotions, and pricing elasticity.
6. **Marketing Channels:** Identify the most effective marketing channels to reach and engage your target audience. This may include online channels (website, social media, search engine marketing), offline channels (print media, television, radio), or a combination of both.
7. **Marketing Communication:** Craft compelling marketing messages and develop a communication plan to effectively convey the value and benefits of your product. This includes advertising, public relations, content marketing, and sales promotions.
8. **Branding and Packaging:** Develop a strong brand identity that resonates with your target audience. Design a compelling logo, packaging, and visual elements that reflect the brand personality and positioning of your product.
9. **Distribution Strategy:** Determine the most efficient and effective distribution channels to make your product available to customers. Consider factors such as direct sales, retail partnerships, e-commerce, and logistics.
10. **Marketing Metrics and Analysis:** Establish key performance indicators (KPIs) to measure the success of your marketing efforts. Monitor metrics such as sales revenue, customer acquisition cost, conversion rates, customer satisfaction, and brand awareness. Analyse the data to make informed decisions and optimize marketing strategies.

b) Present your findings from your sources of marketing knowledge, and apply this practice to the business in order to ascertain – what business are we in? what business(es) could we be in?

what business are we in?

Please see below Value proposition canvas for the business we are currently in

VALUE PROPOSITION CANVAS

PRODUCTS/SERVICES

List of all the Products and Services a value proposition is built around.

Producing Breathalyser s for security businesses and the Police

GAIN CREATORS

Describe how your products and services create customer gains.

Customer gains are aided through the increase in the drive to reduce drink driving with in the UK.

Security firms can test customer are over the limit when entering their premises.

PAIN RELIEVERS

Describe how your products and services alleviate customer pains.

UK Supply and Manufacture on one site no air freight or shipping costs

Quick turnaround and delivery of orders

FIT

GAINS

What relationship does the target audience expect you to establish and maintain with them?

Which ones have we established?

How costly are they?

How are they integrated with the rest of our business model?

Established Supply chain of a number of police forces and security firms

CUSTOMER JOBS

Describe what customers are trying to get done in their work and in their lives, as expressed in their own words.

Police forces want a steady supply of Breathalyser tests to help reduce the amount of drink driving within the UK.

Ans security firm want the ability to test people how intoxicated they are before they enter a premises.

PAINS

Describe the bad outcomes, risks, and obstacles related to customer jobs.

One site supply if there is an issue with something on site could disrupt order no alternative site to manufacture

What Business are we in?

From the proposition canvas it tells us

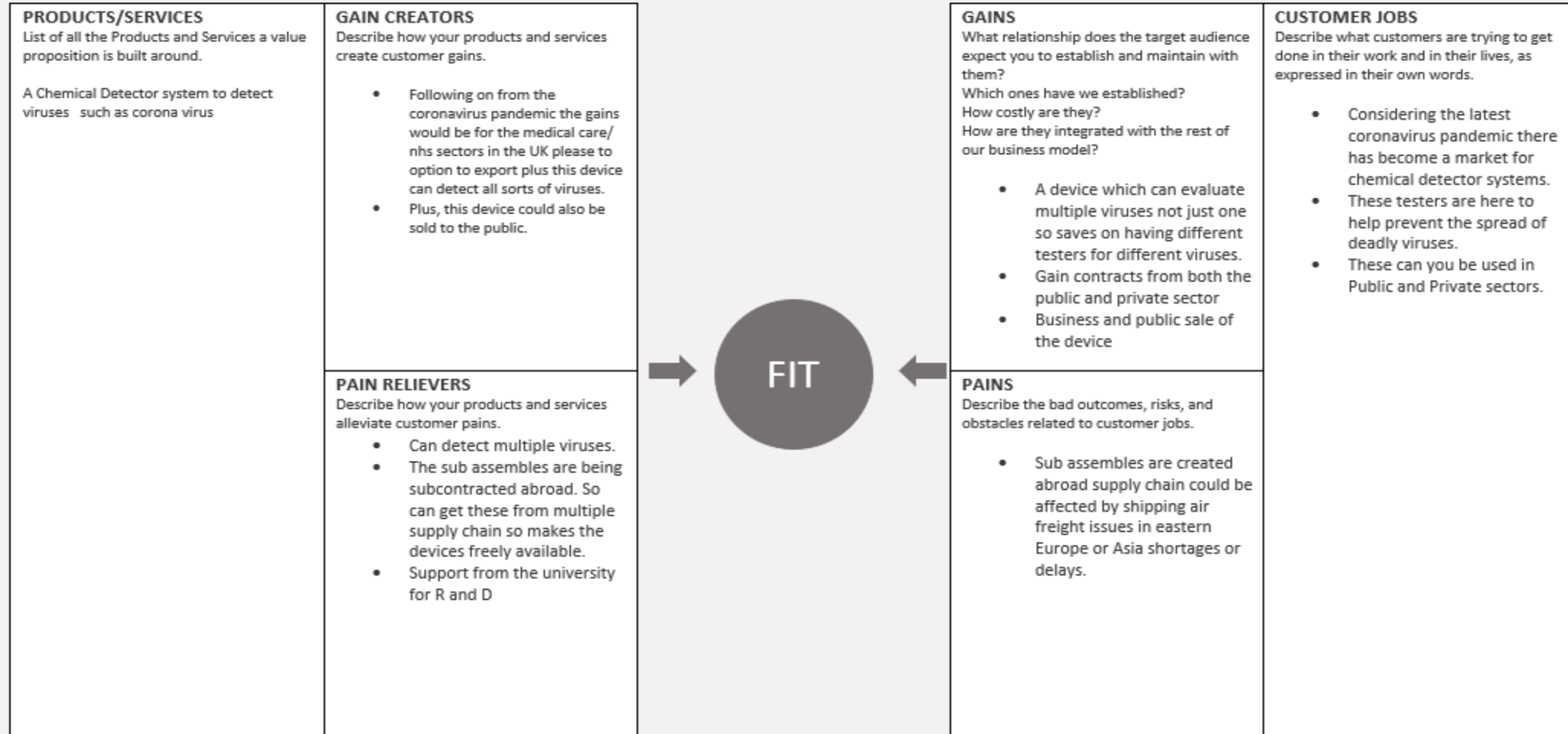
- We Supply and the manufacture of electronic breathalyzer systems.
- We Supply Mainly the police and Security firms
- Gain creators are we supply two well regulation and reliable sectors
- Pain relivers are we are a UK base supply so non shipping or are freight cost are accrued and quick turnaround time for products
- Gains are the target audience the police and security firms reliable and constant supply chain
- Pains are only one site supply and machine areas could stop delivery without alternative supply.
- Customer Jobs are the police are purchasing the item to try and reduce drink driving and the security firm are using them to stop intoxicated people entering their buildings.

From the Proposition canvas of the current model states the above goals of the current business.

what business(es) could we be in?

Below is a Value proposition canvas of the business we could be in with the development from the university

VALUE PROPOSITION CANVAS



what business(es) could we be in?

From the proposition canvas it tells us

- We could be in the Chemical Detectors industry
- Could supply both the private and public sectors with a wide scope of customers
- Pain relievers are it can detect multiple viruses / Sub assemblies are done abroad and reduces cost / University are supporting with development
- Gains are it can be sold to both private and public sectors and the general public so gives us a large scope of customers and can detect multiple viruses in one device.
- Pains Because sub-assemblies are done abroad could incur delays in the supply chain due to airfreight or shipping
- Customer Jobs following on from the coronavirus pandemic there has become market for these type of detectors as this detector can detect multiple viruses not just one so could be influence to stop the spread of deadly viruses Can be sold in the private / Public work sectors and to the general public

Following on from the value proposition canvases both from what industries we are currently in and the industries we could be in.

There is significant scope to grow the business into new market following from on from the covid pandemic there is a market for chemical detectors to detect viruses to supply both public and public sector.

Which will secure the Future of the SME as sales are not just constrained to the police and security firms. Which will aid the business to grow.



Now we explore some user profiles for different user types within the virus detection industry sector.

Giving more detail as to how the new product could be used. Whilst maintaining a high level view to ensure we do not miss opportunities.

Gains

Required

- Measures and provides instant (less than 1 min) information about the subject's viral status
- Automatically record result for track and trace
- Not cause the virus to spread (contamination due to contact with device)
- Simple to use device, obvious through semiotics

Expected

- battery life to not impact normal use
- Be ergonomically designed
- Provide information in an understandable format

Desired

- Wirelessly link to main database for record keeping
- Allow for 'live' stream data visualisation
- Create predictions based on data being recorded

Pains

- Mass detection system detects false positives
- Mass monitoring of people hard to achieve, and document
- The spread of virus and no way to accurately track it
- Reliance on digital technologies, flip side is not capturing any data, or not useful data
- Privacy of subject - highlighting a singular person
- needs 'live' stream of data for individuals in crowd
- managing health status of everyone.
- Speed to attain viral status of individual
- How to ensure all staff are conducting monitoring, and following the correct procedure
- Record keeping, track and trace, reviews for future improvements
- Calibration of device

Jobs

Functional job

- ensure the safety of passengers using the train network, though having accurate understanding of the viral status of the crowd. With anomalies confirmed through accurate on the spot testing with the device.

Personal / emotional

- Good job satisfaction, they have done everything possible to help with minimising the spread of the virus and recording track and trace information

Obstacles

Time to complete the task
Ease of use
Ease of roll out
Maintenance of device

Risks

Lack of control of virus spread
No data about completed test, no track and trace
Lots of data that could be GDPR breach?

**Customer (Segment)
Profile:**

Taxi driver in Edinburgh

Gains

Required

- measures and provides instant (less than 1min) information about the subjects viral status
- Not cause the virus to spread (contamination due to contact with device)
- Simple to use device, obvious through semiotics

Expected

- battery life to not impact usage
- Be ergonomically designed
- Provide information in an understandable format
- Require minimum upkeep (updates etc)
- Be fully mobile and not rely on connectivity to function

Desired

- Ability to download data and submit for track and trace
- Technical Support centre
- Easy to access manuals, training etc

Jobs

Functional

- embark passengers and transport to desired location
- Optimum number of passengers per shift
- Provide quality service

Social

- competent, professional driver

Personal/ emotional

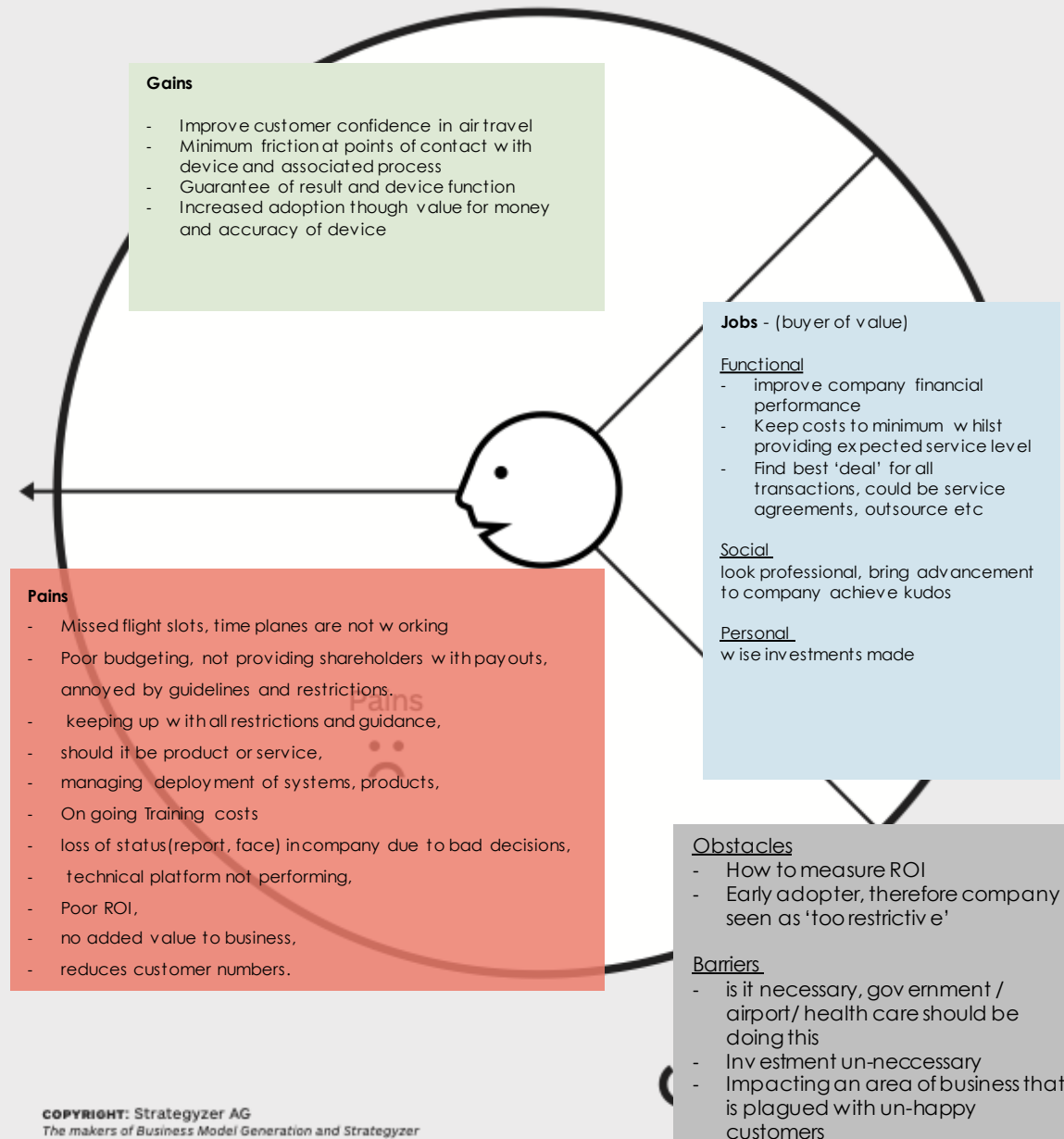
- job satisfaction by protecting them from virus

Pains

- Lots of people in and out of the taxi each day, with no idea of their viral status
- Only form of business therefore can't stop working
- Needs to feel safe in their job
- Could be causing the virus to spread, negative social impact, also personal mental health
- Cleaning the car between each person causes loss in business, increased expense, generates waste
- Current plastic sheeting is unsightly, should it be replaced after some time period?, gets damaged etc
- Confidence in diagnostic, existing is just temperature measurement so lots of potential inaccuracy
- Getting virus, bringing it home

Obstacles

- always mobile - no network, no power,
- Speed to use
- Simple to use / explain to passenger
- Confidence in product accuracy





The detail of the product is still to be refined, however it can be seen that there is a range of potential users, and purchasers that could be targeted for testing and development.

Allowing for a more refined product, that should experience good levels of sales.