

Assessment A

Source of Marketing Knowledge for NPD

Module Code: ACPA 7006

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Introduction

Ryan Thomas – NPD Manager

- Opportunity to expand the Electronic Breathalyser System business.
- Adapt to cover other organics materials, including those generated in the breath as a result of various virus detection.

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

- Determine what marketing knowledge is likely to be required
- Apply practice to the business in order to ascertain i) what business are we in and ii) what business(es) could we be in?
- Marketing sensing capabilities and market understanding to develop the definition of value for customer value proposition scenario

What business are we currently in?

Product



(Lion Alcolmeter 600, 2023)

For the last 30 years, we have been manufacturing the same product (Lion Alcolmeter 600 shown above) for the police, which only detects alcohol.

Procurement Manager

Procurement is done by the workforce and is funded by taxes. Governments around the world have the power to breathalyse the general public.

The product is sold all over the world and we don't need to work hard for marketing. Procurement manager just orders another batch as of when required. No need to change because product works for the police

End User

Policemen that pull over the general public and enforce a breathalyser test

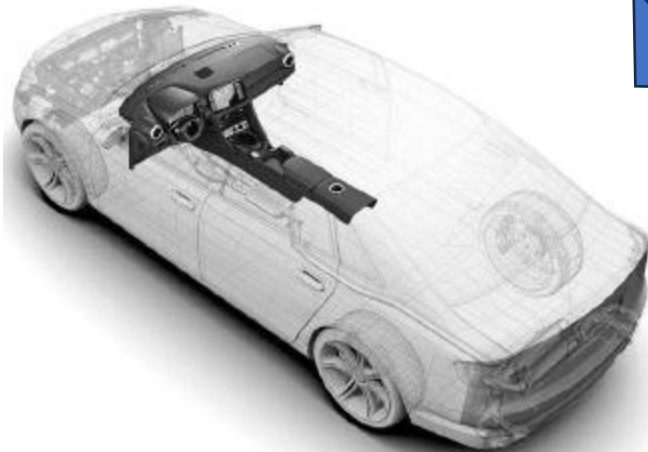
What business could we be in with new Chemical Detector System ?

Large Gathering Events

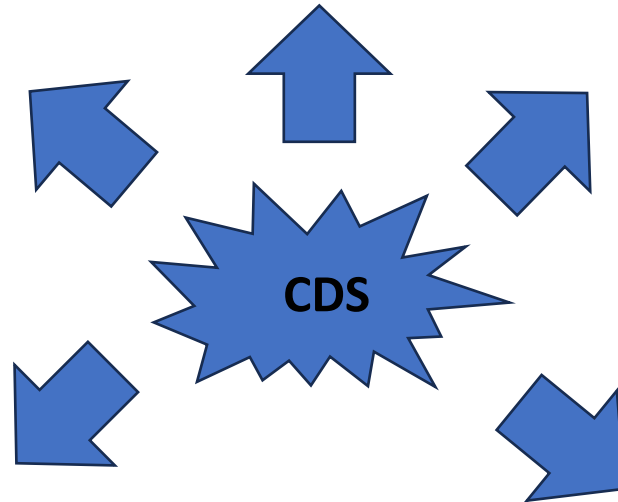


(Thelineofbestfit, 2023)

Automotive



Hospitals



Travel Hub



(Airport Suppliers, 2023)

Personal Domestic Use



- Market intelligence helps the business design a better product for customers

Lesson Learnt

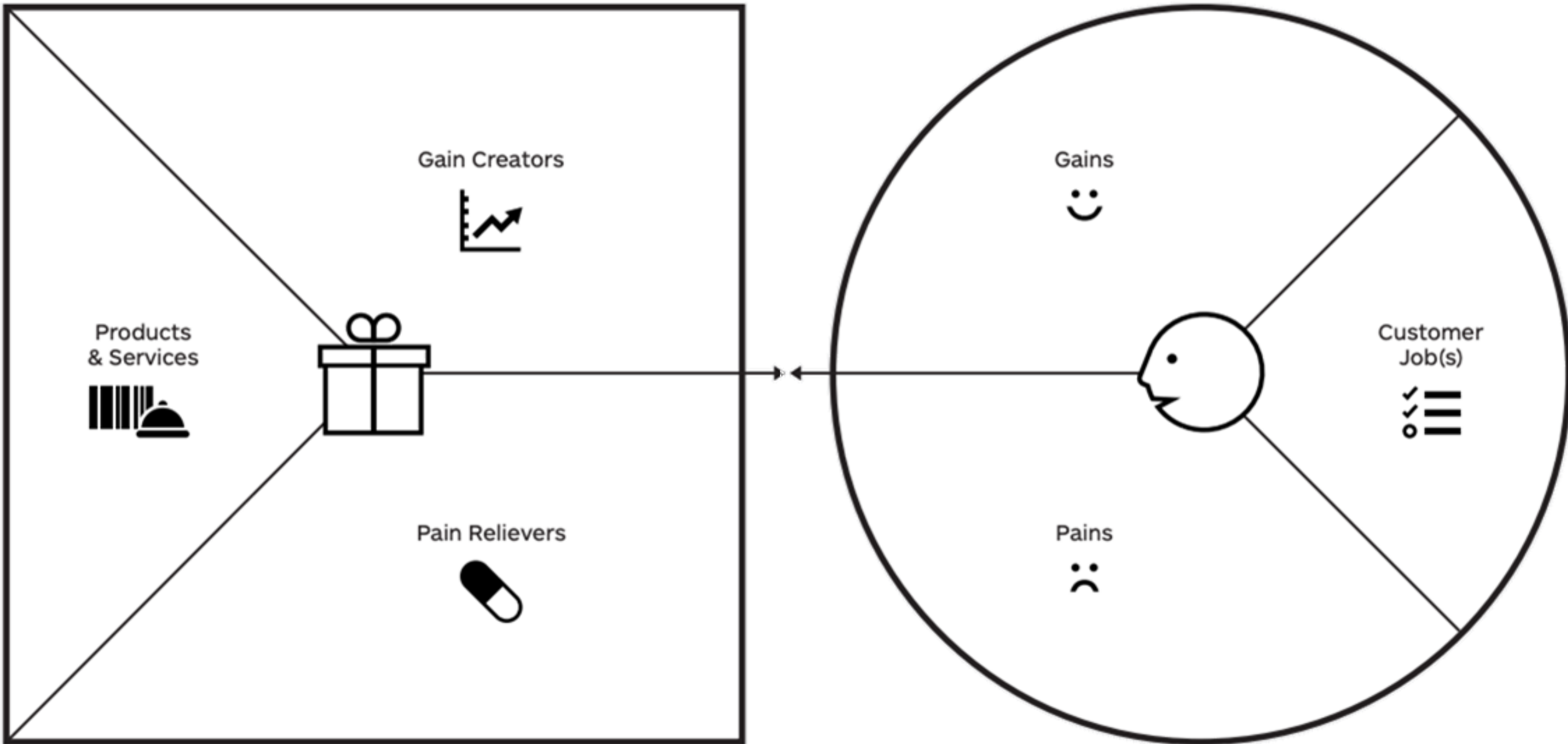
How did the pandemic impact the world?

- Has cost the economy billions
- Affected peoples mental health and wellbeing (lockdowns)
- Education – lack of learning
- Increase in inflation, house prices

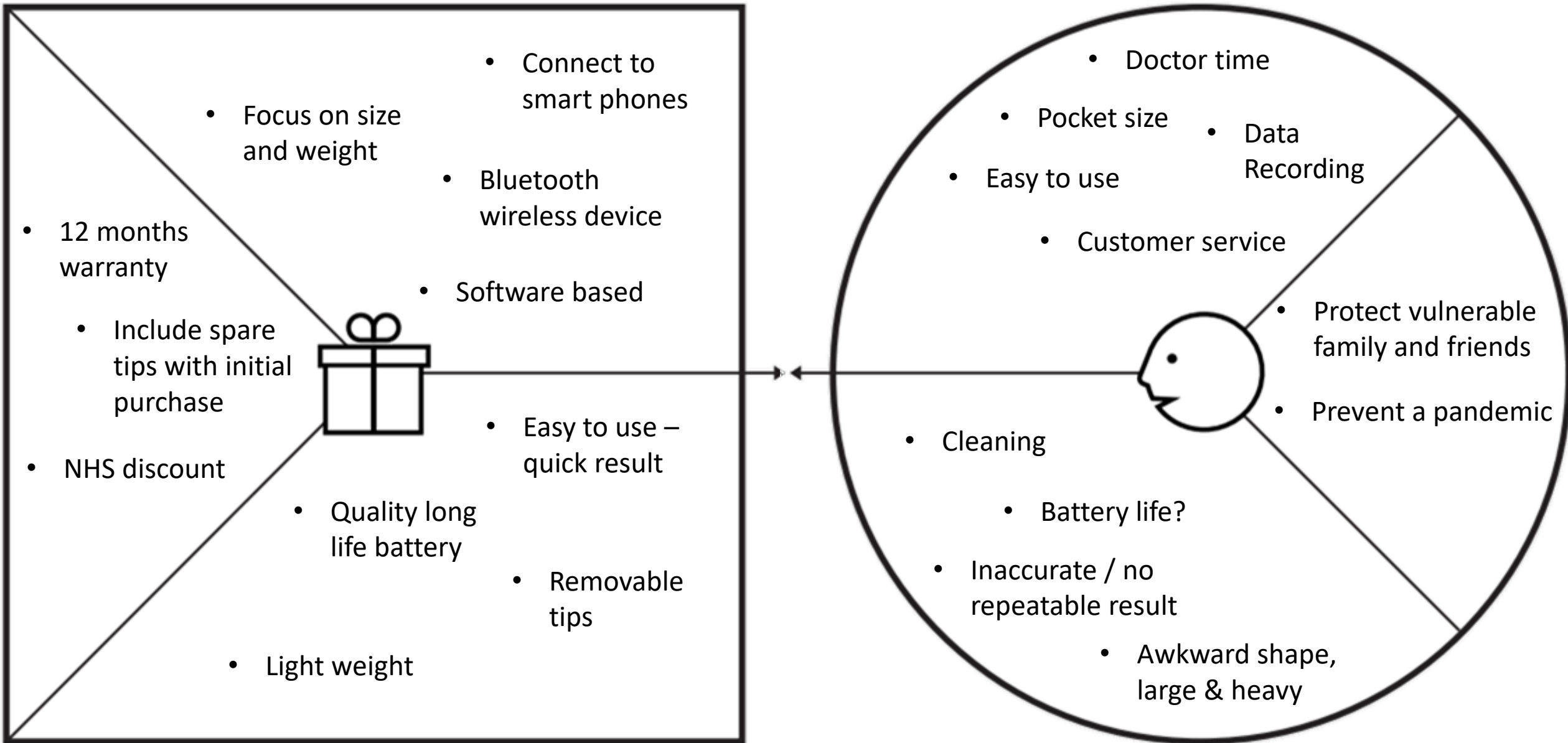
How do we prevent from happening again?

Could our product be an advantage to the World Health Organisation by gathering data from people breath regularly?

Value Proposition Canvas



Value Proposition Canvas – CBS for personal domestic use



The New Chemical Detector System

Product



(AlcoSense Lite 2 Breathalyzer, 2015)

A small hand held device that's light and easy to use to encourage people to test regularly.

Includes Bluetooth technology so that results could be recorded on the app.

Procurement Manager

- NHS
- Local Pharmacies
- Boots

End User

- NHS Staff
- Private hospitals
- Pharmacists
- Health and Social Care

References

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