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Marketing Knowledge for NPD

Team POWYS

Introduction



What businesses
are we in and
where Could we be

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Shipman



Market Intelligence

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Customer Value
Proposition

Sreenivasa
Chalavadi

Preliminary Research

- What type of Breathalyser do we sell?
- Who do we sell to?
 - Police
 - Security
- Are the markets active and have a lucrative return?
 - Steady little growth
 - Could Advertise to Hospitality and Events sector



Citations:

(Alco Digital, 2022)

(Breathalyser Direct, 2022)

(Legal Team, 2011)

What Businesses could we be in?

Medical:

- Detection of lung infections
- Pneumonia detection
- Lung Cancer Detection
- Virus detection
- Covid 19 Detection
- Nicotine levels

Citation:

(Hodsden, 2017)

(David R. Murdoch, 2009)

(Trafton, 2020)



Lung infections leading to Pneumonia

- Pneumonia is the biggest killer in premeditated ill infants and the Elderly.
 - Could this be our focus group?
- Before Pneumonia, Bacteria can be detected on the Breath
 - Could this be prescribed By NHS to vulnerable patients?
- Developing countries

Citation:

(Business Info Point, 2017)

(Freudenrich, 2021)



Partnerships Available

- KTP
- Innovate UK
- Business Wales
 - Finance Locator (120 Available Grants in Carmarthen)
 - Business Help



Why Knowledge transfer Partnerships would be right for us...

- Investment from innovate UK>British Government
- Get a specialist that works inside the Business and propels Research and Developments
- Get to use specialist University equipment and academics
- Shared IP
- Contractility must make a profit to be a success

Citation:

(KTP, 2022)

(UKRI, 2022)

(Prospects UK, 2022)



Market Knowledge

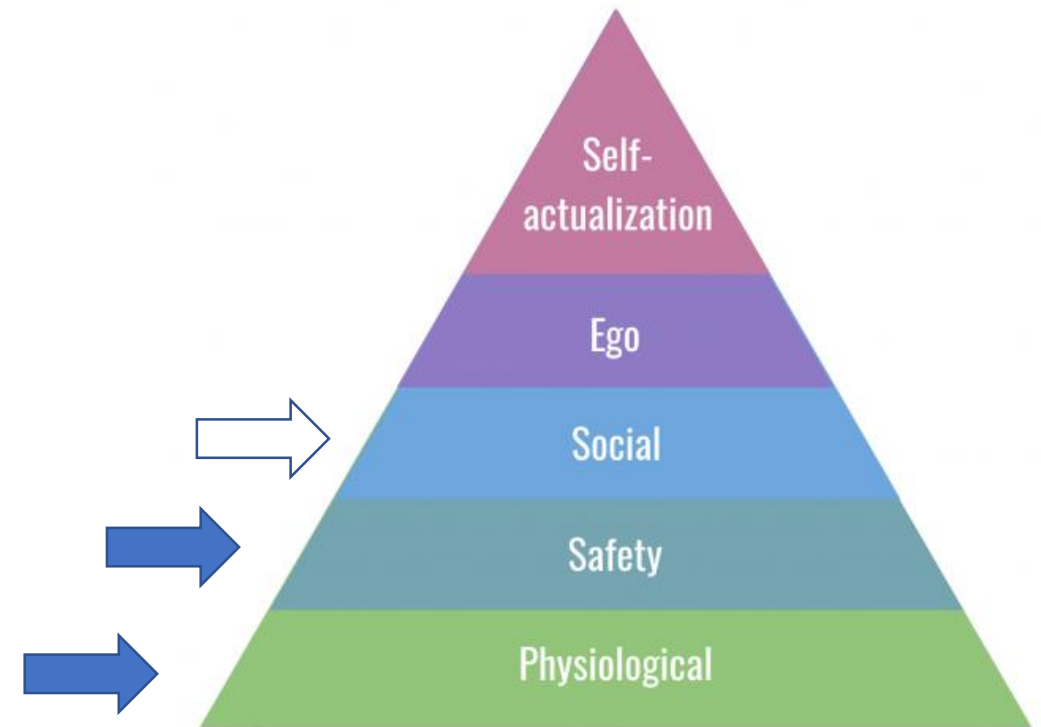
- To understand the potential of what business(es) we could be in, we require:
 - Internal records -> What we know (CRM)
 - Marketing research -> What we need to find out
 - Netnography -> big data, social network
 - Trends -> Where are we heading
 - Future forecasting -> How we see it

Market Knowledge

- Internal records -> What we know



Maslow's hierarchy of needs



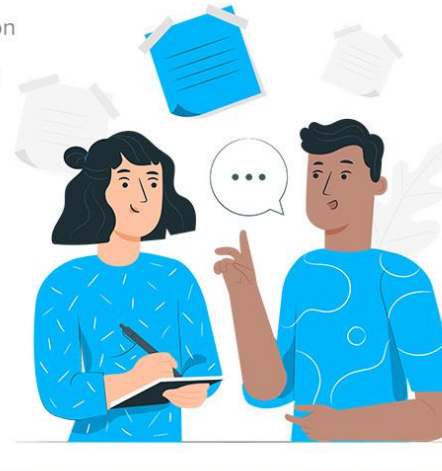
Market Knowledge

- Marketing research -> what we need to find out



Types of participant observation

1. Passive participant observation
2. Active participant observation
3. Covert and overt participant observation
4. Covert and active participant observation
5. Covert and passive participant observation
6. Open and active participant observation
7. Open and passive participant observation

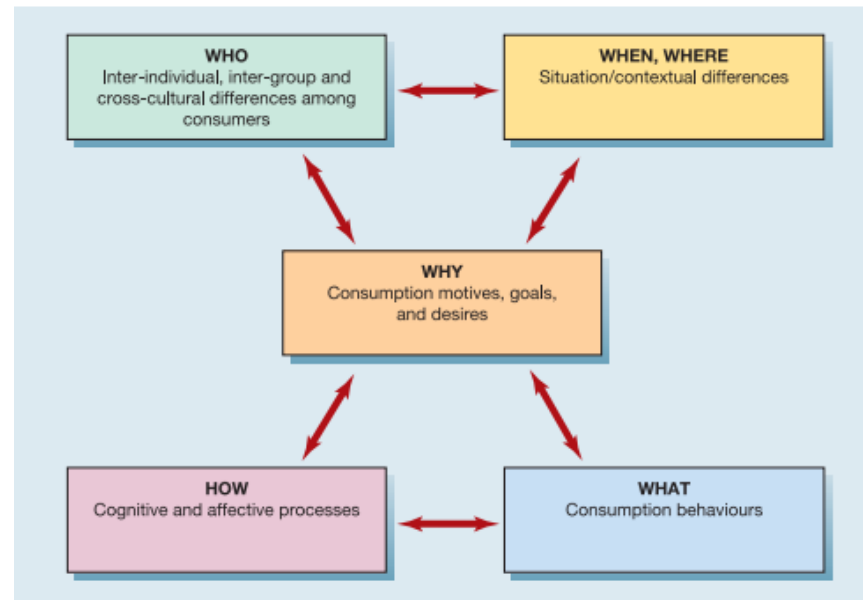


Online Surveys
e.g. Security force

Participant Observations
e.g. Universities

Market Knowledge

Customer behavior



Fernando Mantilla Duran

Modified from Solomon et. al., 2012

Market Knowledge

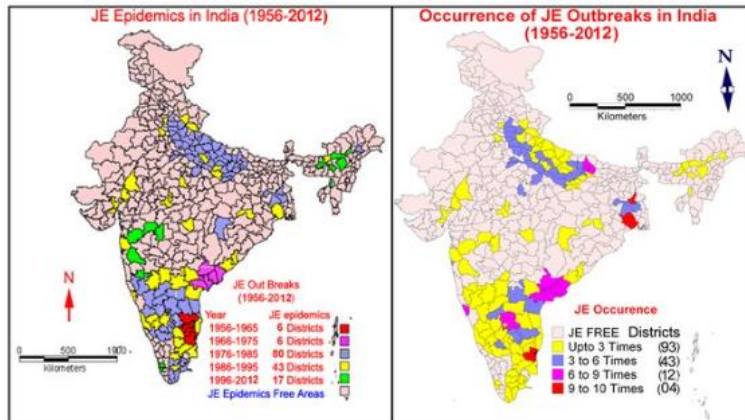
- Marketing research -> what we need to find out

Netnography

e.g. Evaluate current perception of covid and testing devices

Diseases of concern to the WHO
- Grants

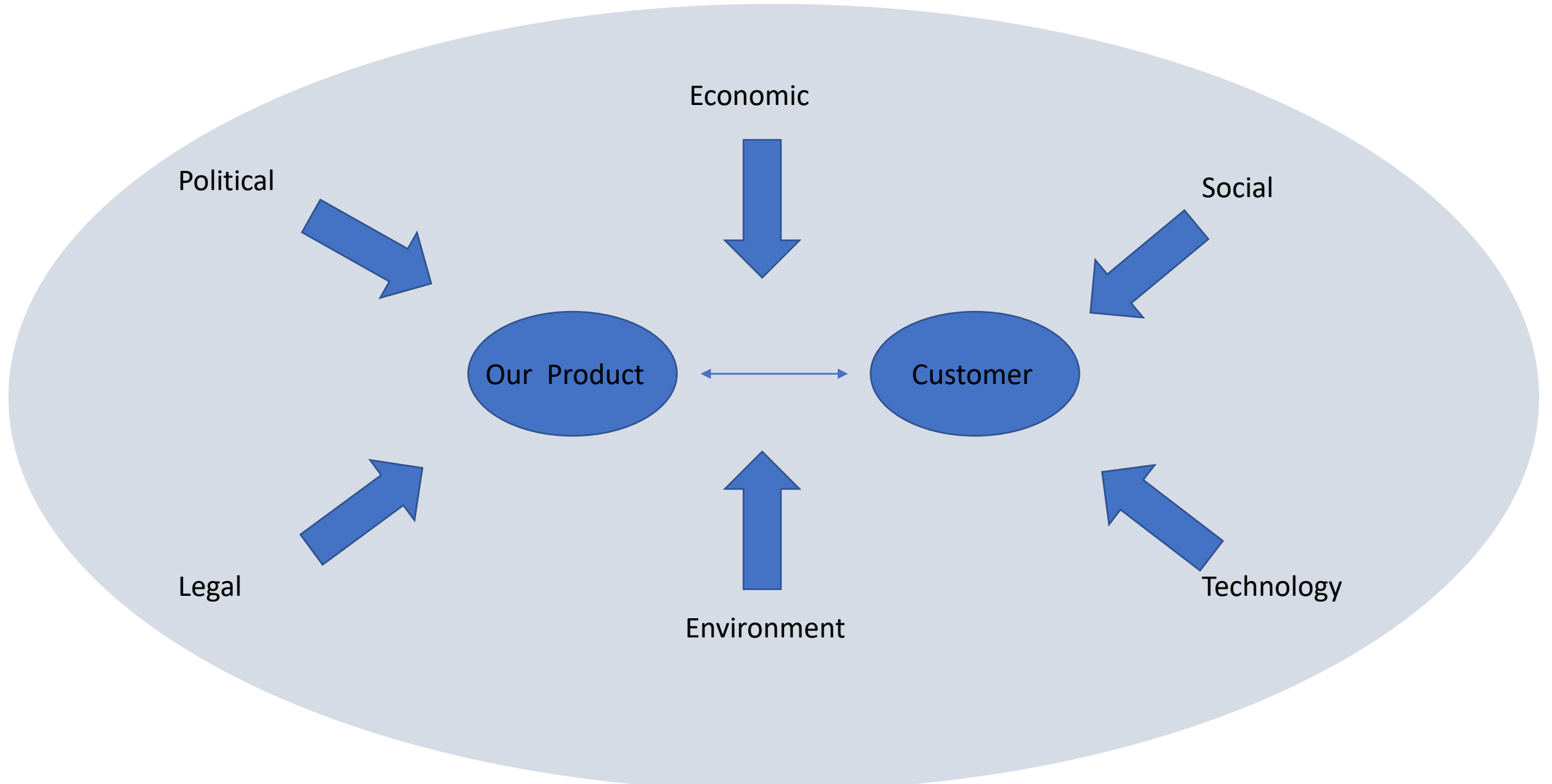
<https://www.who.int/observatories/global-observatory-on-health-research-and-development/resources/databases/databases-on-processes-for-r-d/research-grants>



From: Palaniyandi and Anand, 2021

Fernando Mantilla Duran

Different forces affecting the development of our product and reaching the potential customers



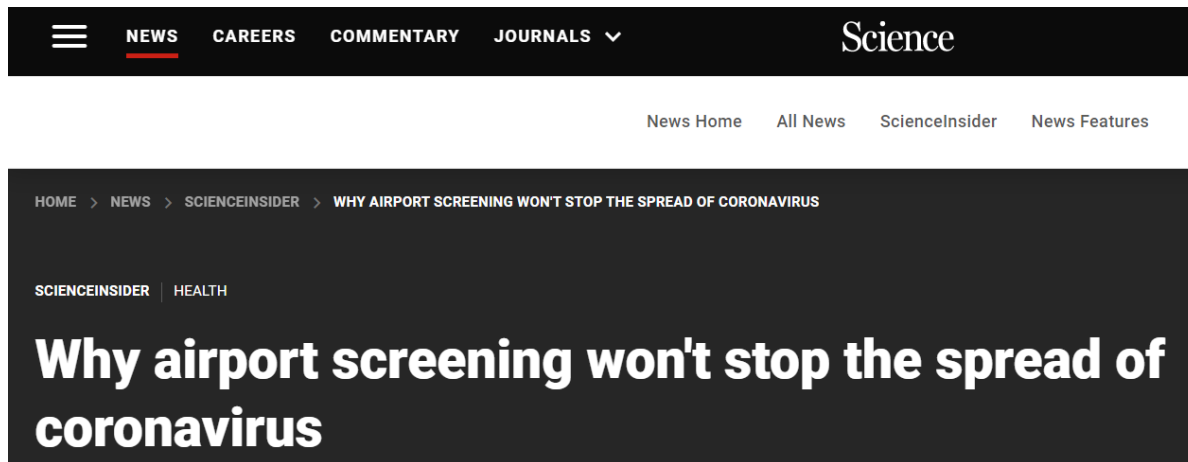
Market Knowledge

- Marketing Intelligence -> what we need to find out

Trends



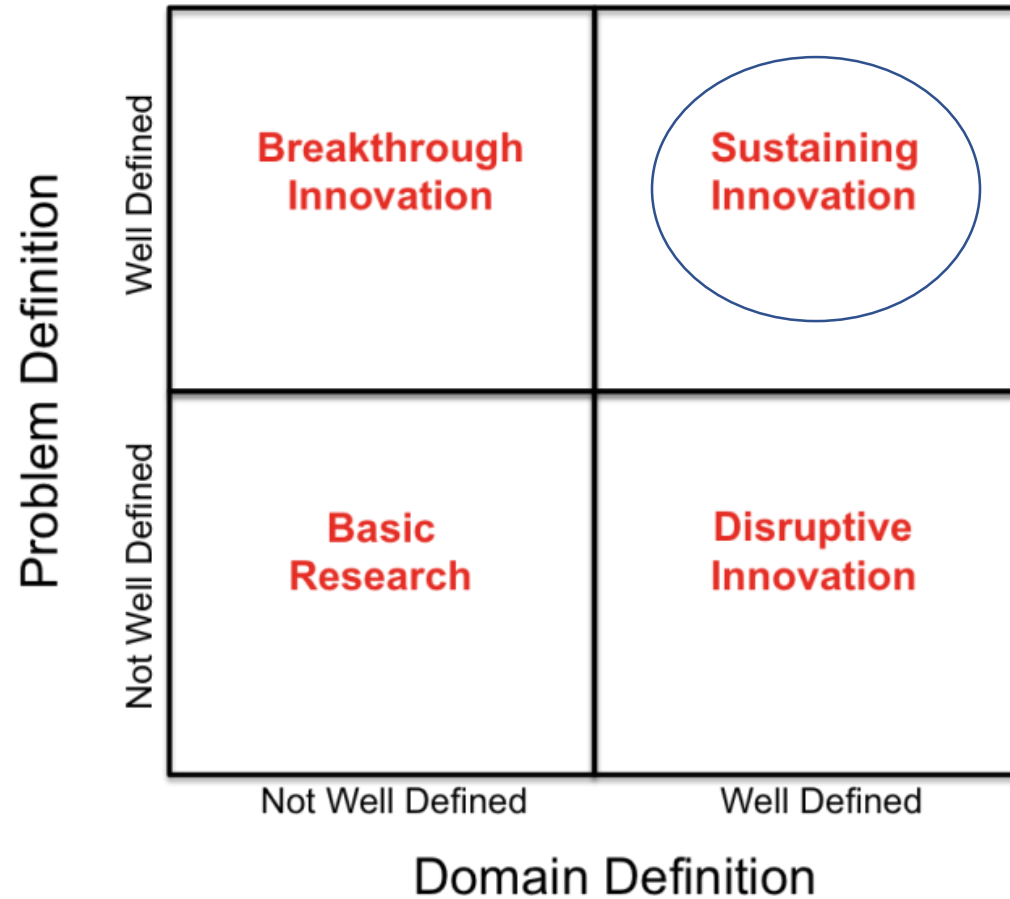
- What are the emerging concerns from WHO?
- Is Covid still a relevant business opportunity or is it a decreasing market?
- Any chances in the legislations for PPE's in hospitals after the pandemic?



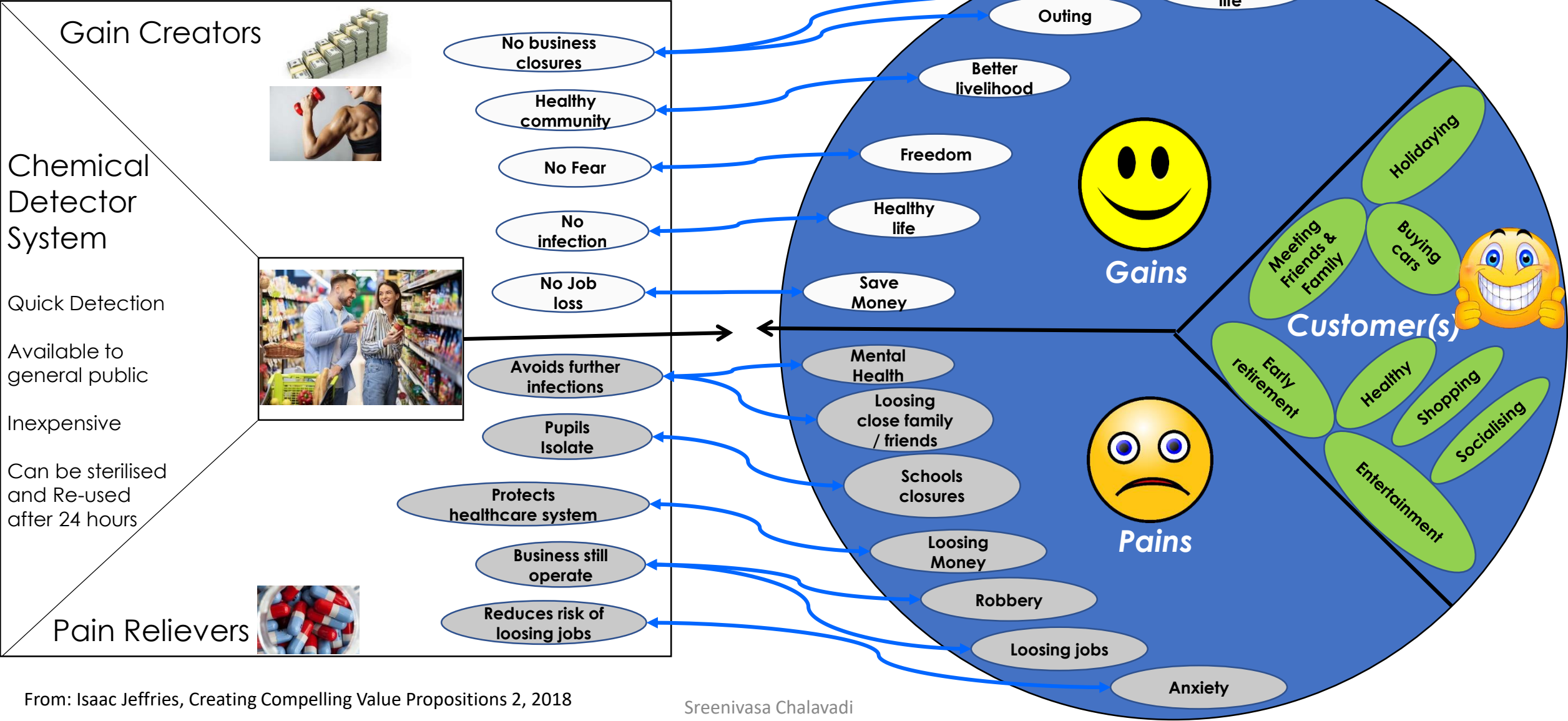
How we see this opportunity?

What do we know that our competition doesn't?

Innovation Matrix



Consumer (General Public) Proposition



Any Questions?

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