

Product Proliferation

- The same firm produces several brands of the same type of product.
- This will leave very little room for new firms to competitor.

Unilever



Proctor & Gamble

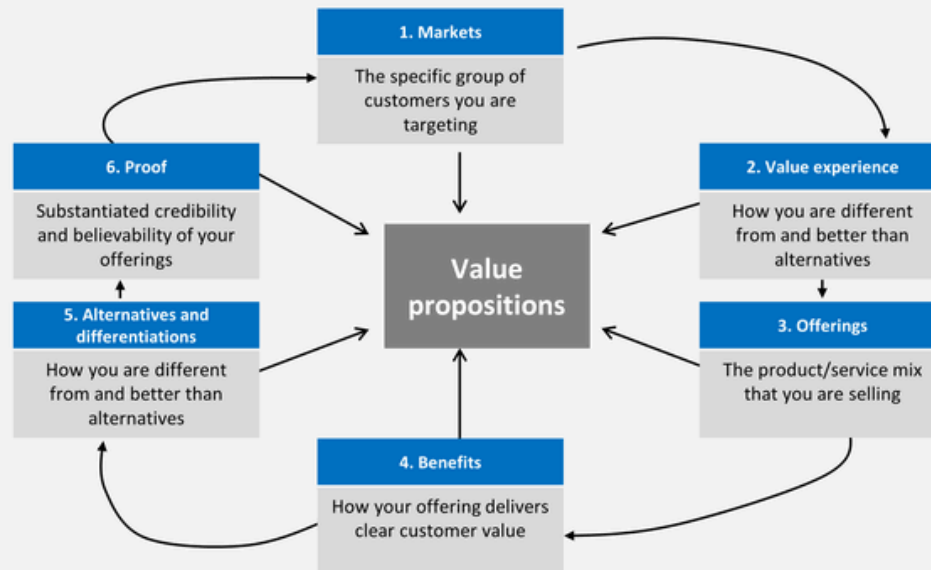


COURTESY: PROCTOR & GAMBLE

Product Value

VALUE PROPOSITION

Value Proposition Builder



Product Design

- Feasibility Stage
 - Technical Feasibility
 - Customer Verification
 - Willingness to buy.
 - Market Assessment
 - Competitive Analysis
 - Product Life-Cycle Management
 - Prototype testing
 - Disposal issues
- Development Stage
- Manufacturing Stage
- Product Introduction Stage

Product Innovation

- Sources of Product Innovation
 - Company sources other than R&D 36.2%
 - Analysis of the competition 27.0%
 - Research & Development 24.3%
 - Product users 15.8%
 - Supplier suggestions 12.5%
 - Product user research 10.5%
 - Published information 7.9%

Source – National Correction Industries Association Enterprise (March 2004)

Product re. Service

Service Characteristic

Service Strategy

Intangible

Associate service with something tangible

Perishable

Manage demand to utilize supply

Inseparable

Capitalize advantages of person providing service

Variable

Standardize service delivery as much as possible