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1. Advantages of involving the customers in concept generation process can be :-

- Customers may be more familiar with the use environment than developers, which leads to concepts that fit this environment well.
- Customers may be able to express product concepts which address their frustrations more easily than they can express the needs directly which developers may have missed some important customer needs due to an ineffective process.
- Keeping the team in contact with customers will keep the team thinking about how to satisfy their needs.
- The customers will develop some allegiance and pride in the resulting product and confidence that a suitable development process was followed to create the best possible product.

Disadvantages of involving the customers in concept generation process can be :-

- Customers and developers have goals that are similar but not identical. Both are interested in creating high quality new products, but economically they are at odds.

- Customers may become frustrated that the development process is too slow, since they probably do not understand the complex realities of development.
- The team may be uncomfortable with unfamiliar customers as part of the concept development process.
- Customers may have no allegiance to the team and the company. They may take the best ideas and other sensitive information and provide this to competitors.

2. To gather needs in the Indian market considering the diverse interests /requirements:-

- First of all, i will develop a wesite like tytocare to sell our product. I will look upon the various datas of sickness/illness/infections in the indian market such as average number of people falling ill due to fever, cough etc. per day.
- One of the easiest way to understand what our current customers want and need from our product is to ask them. I will set up an on-site survey that asks questions such as “what is missing from this page?”, “how likely are you to recommend this product and why?” and use the answers to understand larger trends in what people are looking for.
- i will start by reviewing all survey informations, on-site survey results and product reviews whichever i can find. This will tell me a lot about what my target market likes and what doesn't, the problem they are trying to solve and facing, and the general perception they have of my product. This kind of information is a great place to start planning my product roadmap and developing an effective product strategy.

- I will also take the help from doctors from different regions regarding how many people come to them for a certain kind of infection on an average. I will try to find out what keeps my current customers around. What problems do my solution solve for them and what features would they love to see our team develop next.
- We can also do Ethnographic marketing research to understand the consumer in terms of cultural trends, lifestyle factors, attitudes and how social context influences product selection and usage so that we may be able to get what can cause which kind of infections to them..

3.

- Key business goals
 - Increase sales
 - Reduce ongoing business expenses
 - Increase traffic on our business website
 - Delight our customer
 - Start using social media marketing in our business
 - Increase our market share
 - Work on our personal brand
 - Revamp our business plans i.e. compare our current business with our expected business

- Key stakeholders and assumptions
 - Dispensaries and clinics
 - General stores
 - Farmers
 - Malls
 - My assumption is that most of our product will be bought for old people as they have weak immune system. Dispensaries and small clinics may sell our product most because when people fall sick, they go to small clinics first and due to sickness they may feel lack of immune in their body, so doctors may provide them with our product to maintain the immune system.
- Advertising strategy
 - We will mostly advertise with the help of television
 - Most of the communication done by our product aims at mothers as they are the buyer of the product for their kids and family.
 - We can also use scientists and other healthcare professionals in our advertisements to gain the trust of the consumers.
 - Radio is also an effective channel to reach mothers and old age people and consumers in remote parts of the country.

- Key market segment to address
 - Children and old age people because they have weak immune system in general
 - Rural area and middle class as well as lower class because urban area people and high class family mostly rely on already launched products for boosting immune system which are verified and trusted and which they have been using from a long time