



Role Play Exercise: 2

Honda Role-Play: Participant Brief

Guidelines

- This exercise is a role-play between you and the assessor.
- Fully participate by staying in character, actively listening, and responding genuinely.
- You can make assumptions and provide realistic commitments or responses.
- Taking notes as part of your preparation is encouraged.
- The exercise time is 15 minutes preparation and 10 minutes role play.

About the roles

- **Amit Kapoor:** Senior Vice President - SVP, Product Development.
 - Amit oversees the entire product development process, from initial concept to market launch.
 - This role to be played by Assessor
- **Ritu Verma: Product Manager**
 - Ritu is responsible for managing the lifecycle of specific products, from conception to market launch
 - This role to be played by Participant

Scenario

As you know SpeedX has built a solid reputation for its reliable and high-performance motorcycles and scooters over the past few years. Despite a strong presence in the local market and recent international expansions, the company is now facing significant challenges. With declining sales, heightened environmental regulations, and rapid technological advancements in electric vehicles, SpeedX must innovate to maintain its competitive edge. The company's strategic focus is to develop and launch a new electric scooter to capture the growing demand for eco-friendly vehicles in a promising international market.

To discuss and decide on the development and launch strategy for a new electric scooter model, Amit has called for a meeting with Ritu.

Amit has over 20 years of experience in the automotive industry. He started his career as a mechanical engineer and quickly rose through the ranks due to his innovative approach and strategic vision. He has led numerous successful product launches and is known for his ability to anticipate market trends and drive innovation. As the SVP of Product Development at SpeedX, Amit oversees the entire product development process, from initial concept to market launch. He is responsible for ensuring that new products meet market demands, are technologically advanced,



and align with the company's strategic goals. Amit is a key decision-maker in the company, often involved in high-level strategic planning. Amit is visionary and forward-thinking, with a keen interest in sustainability and cutting-edge technology. He is known for his ability to inspire and lead cross-functional teams, fostering a culture of innovation and excellence.

Ritu joined SpeedX five years ago after completing her MBA in Marketing and Operations. She started as an Assistant Product Manager and quickly demonstrated her strong analytical skills and customer-centric approach. Her deep understanding of consumer behavior and market dynamics has been instrumental in the successful management of several product lines. As a Product Manager, Ritu is responsible for managing the lifecycle of specific products, from conception to market launch. She works closely with the R&D, marketing, and sales teams to ensure that products meet customer needs and achieve business objectives. Ritu is currently tasked with leading the development of the new electric scooter model aimed at international markets. Ritu is detail-oriented and highly organized, with a strong focus on customer satisfaction. She is known for her ability to translate market research into actionable product features and strategies. Ritu is passionate about sustainability and is always looking for ways to incorporate eco-friendly practices into product development.

Some of the challenges that SpeedX is witnessing are

- Sales have been declining due to increased competition, changing consumer preferences, and economic fluctuations because of this SpeedX needs to revitalize its product lineup and offer innovative products that cater to modern consumer demands to stay in competition.
- Growing environmental awareness and stricter emissions regulations are pushing for more sustainable transportation solutions. Hence SpeedX must develop eco-friendly vehicles and adopt sustainable practices to stay competitive and compliant.
- Competitors are rapidly advancing in electric vehicle (EV) technology, leaving SpeedX at risk of falling behind. Therefore, investing in R&D to innovate and integrate cutting-edge EV technology into its products is the need of the hour.
- Entering new international markets involves understanding diverse consumer needs and navigating different regulatory environments.

To address these challenges, SpeedX aims to develop and launch a new electric scooter model. This initiative is part of the company's broader strategy to capture the growing demand for eco-friendly vehicles and expand its footprint in international markets. The new electric scooter will be designed to meet the preferences of a global audience, with a particular focus on sustainability, advanced technology, and customer satisfaction.

Amit has requested for a clear road map along with timelines for the launch of the new electric scooter model. While creating/discussing the roadmap look at the targeted segment group, unique

welcome to brighter



features to make it competitive, alignment with company's sustainability goals, best practices from international markets etc. as you know Amit would have questions around these.