

Final Project Proposal - 1

Topic: Analyzing failed launch strategies of successful products and developing counter strategies

Launching a successful product requires careful planning and execution by product managers. Poor management of product launches lead to lack of market interest, missed revenue opportunities, and a negative impact on brand reputation. A number of examples exist when wonderful products failed to succeed due to poor launch strategies, **such as Microsoft Kin and Google Glass.**

These products were launched by Tech Giants who not only had ample experience but time, resources, and the best of talent. Surprisingly, they still failed. Why? We are curious to learn more about what went wrong in the above two cases and what makes a solid and successful product launch strategy. We want to know what they could have done differently to have those products succeed.

Why is this topic important?

It is extremely important to discuss this topic, as such unsuccessful launches not only result in huge revenue losses for businesses, but also negatively impact their brand image. Additionally, users do not get the opportunity to see the product they might find useful. Producers and consumers are both affected by this issue.

Why are existing approaches inadequate?

While there are a few best suggested frameworks in the market such as the 4Ps, the Product Life Cycle, and the Jobs-to-be-Done framework, it seems that it is still very challenging to predict what will work best. How to determine if a strategy is the best one to pursue. We wish to dwell into this unexplored field and learn from failed scenarios and think backwards to determine which were the steps taken by Google and Microsoft which made them lose the game.

A brief plan on how to conduct the project.

We will approach this in steps for both the listed products-

Step 1 - We plan to do a thorough research on what was the actual Product Launch Strategy and the related specifics.

Step 2 - Then, we will focus on the impact of the strategy followed

Step 3 - After the above steps, we will find out what went wrong.

Step 4 - Then, we will find out the right steps and sub strategies which could have served with better results

Step 5 - In the end, we will list our learnings in detail.

Step 6 - Presentation & Recording

Project timelines and resources

Microsoft Kin		Google Glass		Deadline
Steps	Resource	Steps	Resource	
Step 1	Steicy & Abdul	Step 1	Steicy & Abdul	Mar 30, 2023
Step 2	Tanya & jianbo	Step 2	Tanya & jianbo	Apr 6, 2023
Step 3	Steicy & Vijay	Step 3	Steicy & Vijay	Apr 13, 2023
Step 4	Srikanth, Vijay & Abdul	Step 4	Srikanth, Vijay & Abdul	Apr 20, 2023
Step 5	All	Step 5	All	May 3, 2023
Step 6	All	Step 6	All	May 13, 2023