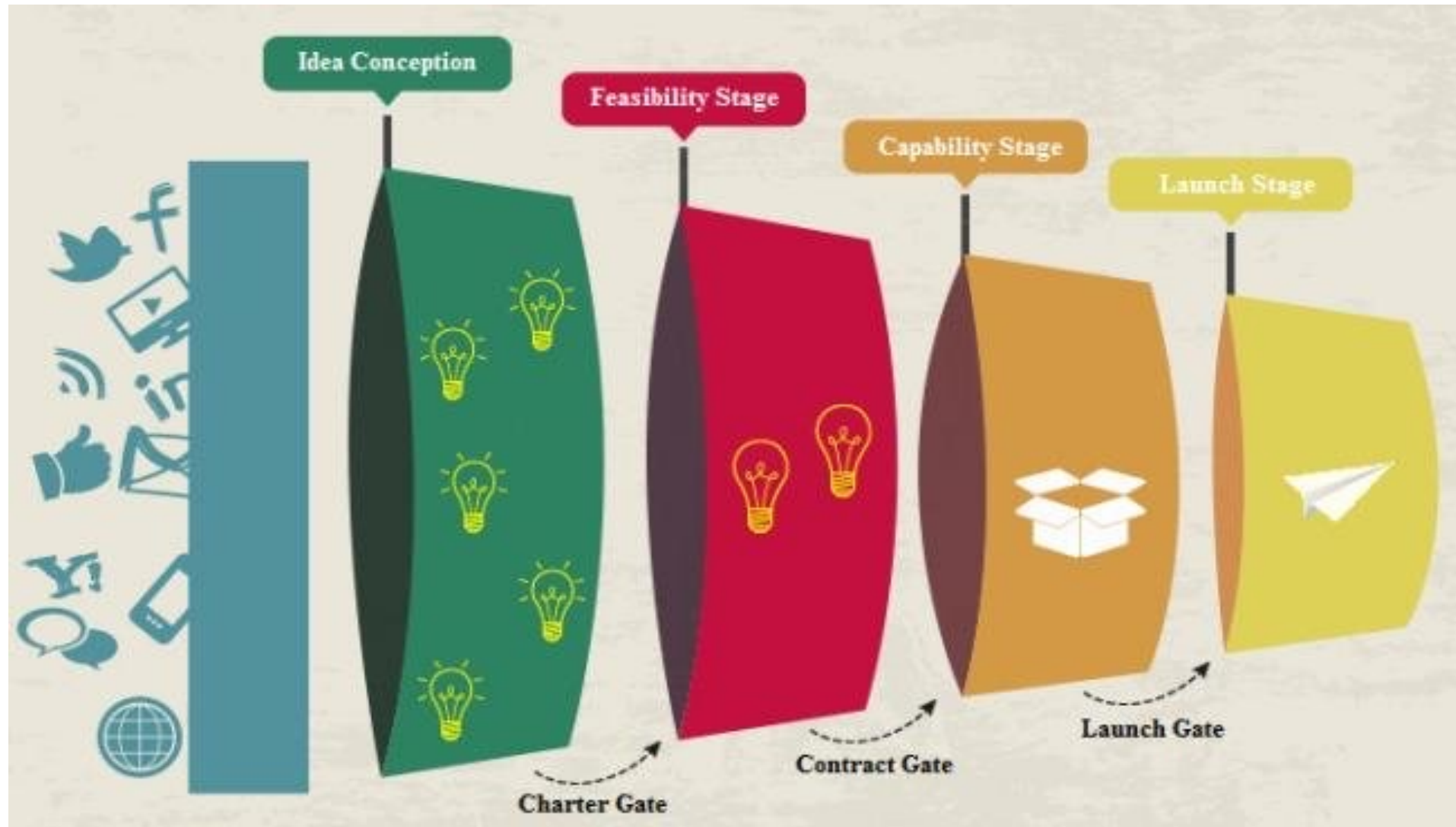# Stages of building Business

NEW VENTURE CREATION

dms

Organizing the process of NVC: Stage Gate process

Idea Generation Stage

- Is there a market for your product? (TAM, SAM)

  - Who is your Target Customer? Define clearly (demographics, psychographic, behavioral, geographic, firmographic)

  - How large is your market?.. Recheck. (SOM)

  - What is your 'source of business' and who is your competitor

- Does it meet a Consumer Need? Does it fill a consumer need gap?

  - Do consumers relate to your product (or is it too radically different?)

  - Does it fit it 'culturally'?

  - Or are you merely jumping onto the Trend Wagon

Charter gate open ….

Feasibility Stage

– USP / Innovation is the key to success

- Is the product positioned to new users or usage?
- Is there new packaging that provides a consumer benefit?
- Is value added through a new formulation?
- Is there technological introduction?

– At what cost? At what profit?

– Write the business model, especially monetization strategy

Contract gate open ….

Capability Stage

- Do competitive benchmarking before writing Product or Packaging brief.

    - Write a brief

    - Brief has to be detailed but brief

    - Go meet the companies who are your 'source of busines'

- Use college trial samples (as far as possible) for research

- Work on financials with great rigor to avoid last minute surprises.

    - Then be ready for surprises

Launch gate open ....

Launch Stage

- Test Markets (Beta launch) : Evaluate them carefully.. Is it just a fad or a sustainable proposition.

    - Get someone else to critique you

- Evaluate the capacity requirements in detail

- Prepare detail logistics plan

    - Stocks should hit all markets in unison.

    - Product being advertised should be available in market before TVC begins

Why is Business Plan an important document

- Group Case assignment: 20% weightage

- Final submission of your 'PITCH DECK' on or before Sunday, Oct 23rd

- Presentation in class over three days

- Wherever you get stuck: you can meet me on Tuesday/ Friday (over zoom or in person – room 509)

Thank you