# Nicole Lim
## Sample Slides

# Methodology - Part I

Both primary and secondary data were used to research the problem and formulate recommendations. The methods used for Part I of the project are colored in blue.

**SECONDARY RESEARCH**
Competitive analysis and trends from online sources

**01 APPROACH**

**SURVEY**
141 complete responses from the target group

**02 APPROACH**

**FOCUS GROUP**
(1) Consumer insights collection and (2) Validity check by conducting a second focus group

**03 APPROACH**

**CONJOINT ANALYSIS**
Test of consumer preferences for new product concepts

**04 APPROACH**

**FOCUSED INTERVIEWS**
4 sets of 2 to 2 interviews to control for in-group bias

**05 APPROACH**

**EXPERT INTERVIEWS**
i.   Daniel Lindblad
ii.  Professor Yvonne van Everdingen
iii. Professor Laurens Sloot

**06 APPROACH**

**STORE RESEARCH**
Analysis of existing product offerings and their features in retail stores

**07 APPROACH**

**DESIGN THINKING WORKSHOP**
Main process used for new product development

**08 APPROACH**

*Detailed information about the settings and findings of each research method can be found in Appendices.
**Retailer interviews could not be performed. However, focusing on consumers aims to compensate the lack of retailers' insights, assuming complaints of retailers stem from consumers' perspectives.

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# Recommendations

Despite overall recommendations on packaging, point-of-sales and price, the market does not seem to be ready for the product.

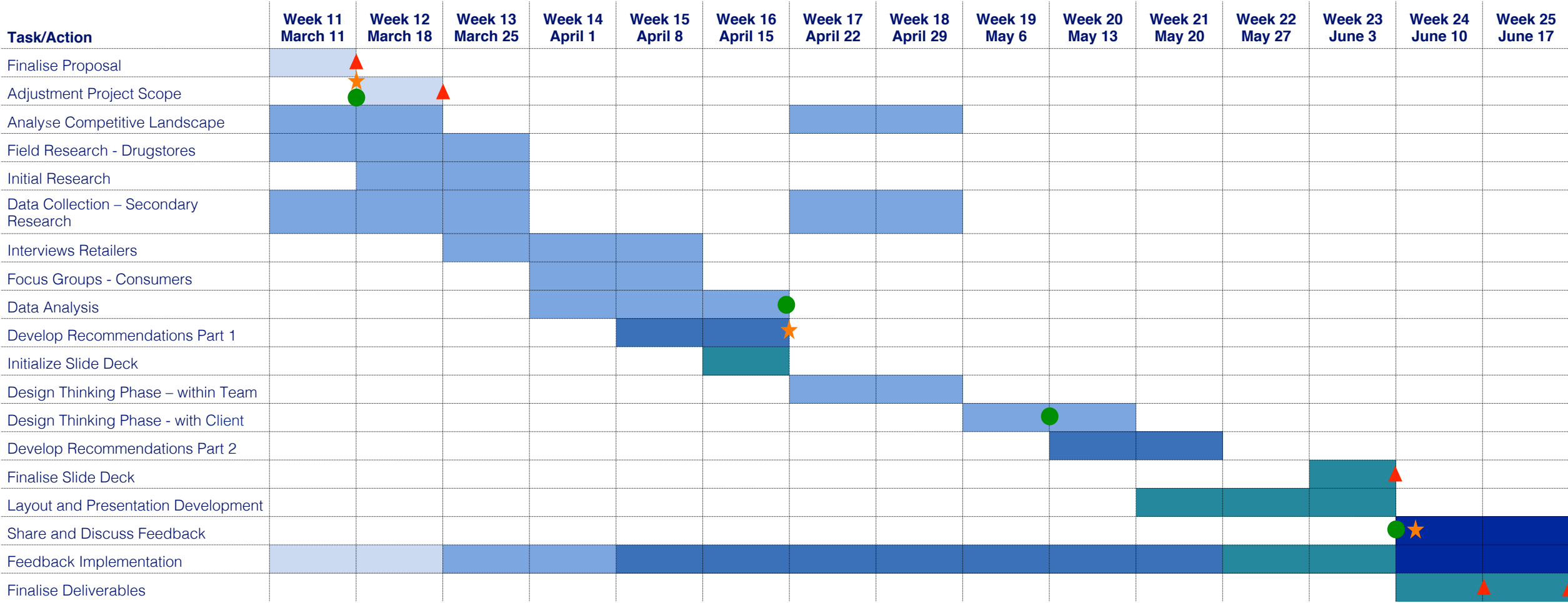| 01 | 02 | 03 |
|----|----|----|
| **Packaging** | **Point-of-Sales** | **Price** |

## However, is the market *Ready* for the product?

Despite the recommendations on potential re-branding and re-marketing of the product, field research and consumer research showed that the **market is not ready for the product**.

Therefore, it is advised to **further develop the product**, which is assessed next in **Part II** of the project.

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# Timeline

| Task/Action | Week 11 March 11 | Week 12 March 18 | Week 13 March 25 | Week 14 April 1 | Week 15 April 8 | Week 16 April 15 | Week 17 April 22 | Week 18 April 29 | Week 19 May 6 | Week 20 May 13 | Week 21 May 20 | Week 22 May 27 | Week 23 June 3 | Week 24 June 10 | Week 25 June 17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Finalise Proposal | | | | | | | | | | | | | | | |
| Adjustment Project Scope | | | | | | | | | | | | | | | |
| Analyse Competitive Landscape | | | | | | | | | | | | | | | |
| Field Research - Drugstores | | | | | | | | | | | | | | | |
| Initial Research | | | | | | | | | | | | | | | |
| Data Collection – Secondary Research | | | | | | | | | | | | | | | |
| Interviews Retailers | | | | | | | | | | | | | | | |
| Focus Groups - Consumers | | | | | | | | | | | | | | | |
| Data Analysis | | | | | | | | | | | | | | | |
| Develop Recommendations Part 1 | | | | | | | | | | | | | | | |
| Initialize Slide Deck | | | | | | | | | | | | | | | |
| Design Thinking Phase – within Team | | | | | | | | | | | | | | | |
| Design Thinking Phase - with Client | | | | | | | | | | | | | | | |
| Develop Recommendations Part 2 | | | | | | | | | | | | | | | |
| Finalise Slide Deck | | | | | | | | | | | | | | | |
| Layout and Presentation Development | | | | | | | | | | | | | | | |
| Share and Discuss Feedback | | | | | | | | | | | | | | | |
| Feedback Implementation | | | | | | | | | | | | | | | |
| Finalise Deliverables | | | | | | | | | | | | | | | |

## Legend

- ▲ Deadlines
- ● Company coach meeting
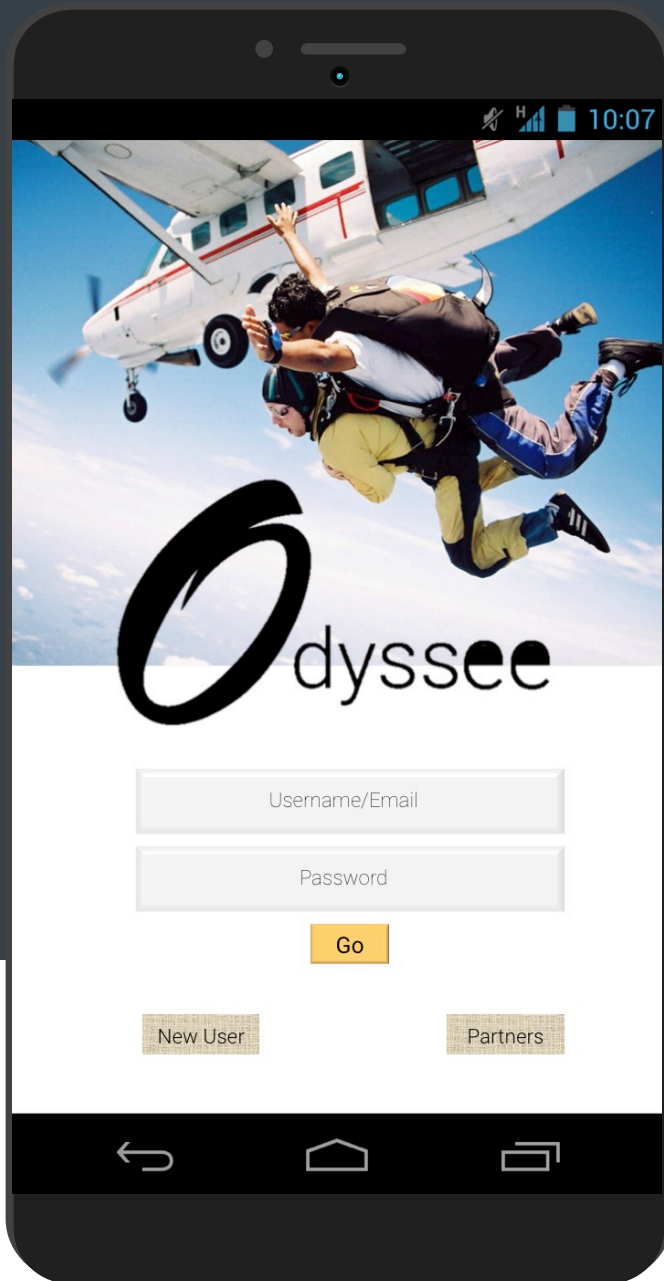- ★ Feedback
- Preparation
- Research, data gathering and analysis
- Develop recommendations
- Write report and presentation
- Presentation, feedback and review

*Dates for the Company coach meetings in April and June are to be confirmed

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# Application Walk-Through

With so little time and so many options, deciding on the what, where, when, why and how in South Africa may seem difficult.

**Let Odyssee do the work and show you what you ought to see.**

Odyssee is the one-stop solution application for travellers who crave convenience, value flexibility and desire a truly authentic South African experience.

Odysee aims to provide a highly customisable and personalised end-to-end travel experience from booking flights, accommodations and tours, to uncovering local gems, planning itineraries, and navigating to the next adventure.

Odyssee's long term vision is to build a **community of empowered globe-setting travellers** and **passionate local businesses** who **actively support** and **build relationships** with one another.

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**Lite**

**$0**/mo.

Free Setup

Access to 3 Sample Itineraries

Online Maps

Limited Access to Tips and Info

DOWNLOAD

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**Premium**

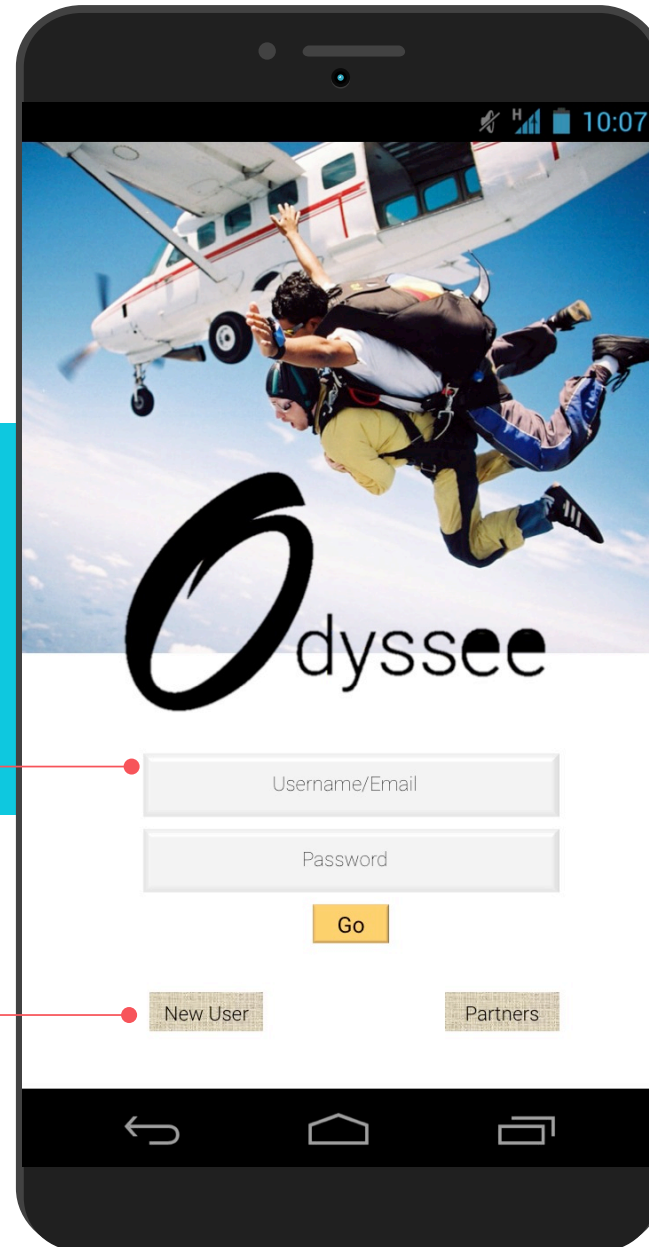**US$9.99**/mo

Free Setup and Ad-free

Access to All Itineraries

Offline Maps and Directions

Full Access to Local Tips and Info

PURCHASE

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Username/Email

Password

Go

New User        Partners

10:07

Odyssee

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# Login Page

# Home/Landing Page – Consumers

## Login Page

Odyssee

Username/Email

Password

Go

New User    Partners

**Login**

**Register For An Account**

## Home/Landing Page – Consumers

Odyssee

South Africa

What you Ought To See And Do

Featured

Accommodations

Things To Do

Food And Drinks

Home    Favourites    Trips    Getting Around    Me

**Settings**

**Featured listing**

**Click to navigate to different pages**

Market Analysis    Market and Consumer    Business Environment    Our Product    Implementation    Financials

# Political, legal, social, environmental and technological factors highlight important considerations for Nazava moving forward

**NGC**

## Political Landscape

Provinces and regencies have the power to produce their own laws, often leading to contradictory regulation

## Legal Considerations

Companies to **arrange and pay for foreigners working in the country** for longer than six months to **take Indonesian language courses at local schools**

**Law (33/2014)** in October 2019 → most products must be halal-certified
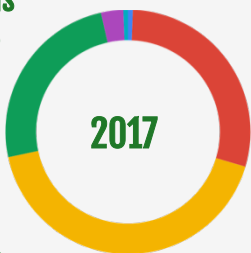
## Social Landscape

**69,015,000 Households**
Year-on-year growth: 1.6%

**⅓** Of the total population **20 – 39 Year-Olds**

### Household Disposable Income

2017

2018
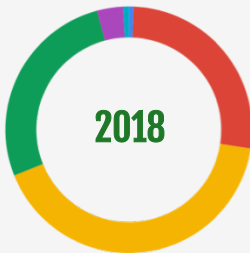
2017

**Low Income**
(71.7%)

**Middle Income**
(24.77%)
**↑ Expected to Grow the Most**

**Median: US$ 6,646**

- < US$1,000
- US$1,000 - US$5,000
- US$5,000 - US$10,000
- US$10,000 - US$25,000
- US$25,000 - US$50,000
- > US$50,000

## Environmental Factors

**Lack of environmental values** embedded in society

## Technological Factors

**Low R&D Expenditure**
0.1% of the GDP from 2012 to 2017 Joint-lowest in the East Asia-Pacific region

**Low Credit Card Penetration**
6.6% have access to credit cards

**Growing but Low Internet Penetration**
25.37% in 2016

**US$130 Billion E-Commerce Market**
By 2020

**Smartphone penetration to accelerate**
by 50.00% from 2017-2022

**Growing Cellular Subscriptions**
386 million in 2016

**Relatively Good Data Coverage**

**Situational and Competitive Analysis** | Consumer Profiles | Direct Sales | Indirect Sales | Overall Recommendations | CRM Demo