

Product Strategic Plan

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# Executive Summary

ATC is starting a new product line called Freshflows, for helping teams to build great products with distributed teams. The goal on Freshflows is to help companies execute well.

# Company Overview

## Mission Statement

Our mission is to wake up every day driven to meet the needs of our clients and enable their ability to compete by providing the latest technological solutions to give them an edge against their competitors.

## Core Values / Philosophy

Core Values:

* Fearlessness
* Humility
* Inclusiveness
* Learning
* Genuine
* Customers

## Vision Statement

Our objective is to enable early-stage entrepreneurs to go global and solve problems at scale.

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| --- | --- |
| **Company SWOT Analysis** | |
| **Strengths** | **Weaknesses** |
| Knowledge of how different industries work | Strong in the services and consulting industry but new to the product industry |
| A technology company with knowledge of how different technologies can be applied to different industries |  |
| Employee Satisfaction |  |
| **Opportunities** | **Risks** |
| The technologies present so far do not provide a complete solution to the problem we are trying to solve; people have to combine different tools to solve the entire problem. | Multiple tools already in the market, difficult to get into the market unless there is a significant value addition |

# Business Concept

## Product / Service Offered

1. Contract Opportunities,
2. IT Staffing,
3. Mobile Application Development,
4. Managed Services,
5. Security Testing,
6. Performance Testing,
7. DevOps Engineering,
8. SAFE,
9. bots, Robotic Process Automation,
10. AI, artificial intelligence,
11. SAFe Training,
12. AGILE Training,
13. Product Development,
14. SaaS product development,
15. DevOps
16. Testing
17. Security Testing

## Benefits to Clients / Customers

* + 1. Customers can get all their issues managed in one place, ‘one stop shop’ for all their technology needs
    2. ATC also provides trainings; this helps customers to also get their training needs satisfied at the same company.

# Market Analysis

## Trends

* + 1. Product management software is used extensively in the market. Even small businesses are moving from excel files to managing their product life cycles on online software.
    2. Excel files and word documents are very difficult to manage on google docs. Tracking the requirements to their documentation is extremely difficult, hence this change in trend.
    3. Communication between teams is another major concern. Having the documents and statuses on an online software makes life easy.

## Market Size / Revenue Potential

1. There are new startups and businesses coming up every day who will need new software
2. There is no software available with the complete potential in one application.

# Competition

## Competitive Analysis

The competitive analysis matrix gives us an idea of how we should move forward.

Company and Product Overview Analysis:

* + 1. Analysis of 5 competitors shows us that the potential for the product is high.
    2. Especially small and medium businesses need it more as they don’t yet have a defined process to follow.
    3. The trend also shows us the simplest of software have a huge potential. Trello which was released only in 2011 has about 18% of the market share, which proves that simplicity is the key

Feature Analysis:

* + 1. The analysis of competitor product features shows that no product has all features in it.
    2. Many products have integrations with other applications for many functionalities but each application has to be purchased separately leading to increase in cost.

# Strategic Key Performance Areas (KPAs, Goals and Objectives)

## Definition of Priority Level

|  |  |
| --- | --- |
| **Priority Name** | **Definition** |
| Low | Small issues with some basic items that do not hinder the usage. |
| Medium | Important, certain functionalities of the application are not working. |
| High | Very important, the application cannot be used without this. |

## Definition of Status

|  |  |
| --- | --- |
| **Priority Name** | **Definition** |
| New | The issue / item has been raised but is not worked upon yet. |
| WIP | The issue / item is being worked upon. |
| Pending Info | The issue / item resolution cannot go on because of lack of information. |
| Done | The issue / item is resolved |
| Closed | The resolution is tested and it is working fine. |

## KPA: Financial

**Goal:** Reduce customer acquisition cost.

**Objective:** Increase thenumber of customers signing up to the platform.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Responsibilities** | **Target Date** | **Status** | **Priority** |
| Signup atleast 50 websites in a month | Sales Team | Monthly | WIP | High |
|  |  |  |  |  |

## KPA: Customer

**Goal:** 500 websites to be created in the first year.

**Objective:** The objective is to get early adopters to start using it and get customer to like the application.

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| --- | --- | --- | --- | --- |
| **Action Items** | **Responsibilities** | **Target Date** | **Status** | **Priority** |
| Create videos describing how to use the application | Training Team | 31st July 2020 | WIP | High |
| Create user journeys in the system for easy navigation | Development/Engineering Team | 31st July 2020 | WIP | High |

## KPA: Operational / Internal Processes

**Goal:** Improvingcustomer satisfaction and delighting the customer.

**Objective:** Theobjective is to reduce churn and bounce rate.

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| **Action Items** | **Responsibilities** | **Target Date** | **Status** | **Priority** |
| Setup a customer services team to answer customer queries | Operations team | 30th June 2020 | WIP | Medium |

## KPA: Products

**Goal:** Ease of navigation and usage

**Objective:** Get product to function without bugs and delight the customer.

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| --- | --- | --- | --- | --- |
| Action Items | Responsibilities | Target Date | Status | Priority |
| Fix bugs on priority | Tech / Engineering team | OnGoing | WIP | High |
| Test the platform thoroughly before feature release | Tech / Engineering team | OnGoing | WIP | High |

# Management Team

Setup a product led growth team to achieve the set targets. The product led growth team will have representatives from teams all over the organization.