



# **Module 2 - Market Profile**



**TYPE OF PRODUCTS TO BE LAUNCHED BY THE  
BUSINESS ENTERPRISE.**



## Product Launching

- Launching a product is **the most successful point** of days, weeks, months, or even years of work.
- It's also the beginning of an **equally pivotal point** in a product's trajectory.
- The period **marks all that time and effort spent developing the product.**
- Whether it's the company's first launch or its hundredth, unpacking these differences and **tailoring each launch accordingly** is critical in driving the launch's success.


### Four types of Product Launching:

1. Breaking In
2. Breaking ground
3. Brand Extension and Expansion
4. Conquering New Territory



## 1. Breaking In

- The most common product launches occur when a company debuts a new product into an existing market.
- There's already an existing market being served with relatively similar products.
- The product typically attempts to displace or replace the preexisting competition in these scenarios.
- They're not trying to convince people to try out a product for the first time in most cases.
- This means the messaging and marketing focus on educating the market about what differentiates their new product from the available alternatives.

- 
- Therefore, **product differentiation** takes the lead in what gets communicated and emphasized during the launch.
  - This new product may have **superior performance**, a **better aesthetic**, a **lower cost of ownership**, or a **cheaper price tag**.
  - **Whatever makes this new product better and different becomes the focal point** for the launch.
  - In some ways, **breaking into an existing market simplifies the launch** because the market already understands and appreciates the base value proposition.
  - But at the same time, the current competition has numerous advantages due to its incumbency as a known quantity.





## 2. Breaking ground

- Honestly, **novel products** face additional hurdles at launch because they're trying to make a name for themselves while also **establishing an entirely new category**.
- New ideas face an uphill battle because **they must educate the market on why anyone needs a product like theirs**, not to mention **why this particular solution is worth the investment**.
- Nearly every product humans interact with daily once upon a time faced this problem.
- These products disrupt the status quo by **presenting an entirely new way of solving a problem**.


- This, in turn, demands a fuller explanation of why this problem must be solved and why this particular solution is the game-changer you didn't know you ever wanted but now can't live without.
- For a category-creating product launch, education takes the lead.
- The market didn't even know these problem-solving methods existed before the product appeared.
- Therefore, the launch has two key objectives.
  1. First, create the category through education and building awareness.
  2. Second, establish the product as the go-to pick for this new category.
- In many ways, the second part is actually harder.
- Because the category creator must spend time on both education and building a brand, they've also set the stage for a latecomer to swoop in and build off that foundation.




### 3. Brand Extension and Expansion

- Established brands are seldom content to sit on their laurels and simply rely on one or two products.
- They continue growing with no new innovations or offerings.
- Diversifying their portfolio protects them from changes in market dynamics, consumer behavior, or economic disruptions.



- 
- As a known quantity with a (hopefully) stellar reputation, brands stay sharp by creating new products that leverage their existing brand equity to expand their reach.
  - A quick walk through a supermarket includes dozens of brands selling new products.
  - They build off their established customer base and market prominence, from mango-flavored Pepsi to churro-flavored Cinnamon Toast Crunch cereal.
  - We're just as likely to see these moves in technology, such as Microsoft's OneDrive drafting in Dropbox's wake or Amazon streaming music to keep up with Spotify.

- 
- For these product launches, brands are building on their reputation as a trusted, known quantity.
  - In addition to their built-in familiarity, these brands may also tout integrations and interoperability.
  - This is especially prevalent in enterprise settings.
  - Large companies may opt to get their cloud services or virtual meeting software from Microsoft because of preexisting relationships.
  - For any brand launching an extension, they must maximize the advantages they have thanks to their established customer base and track record of success.



#### 4. Conquering New Territory

- The fourth type of product launch isn't a launch at all, but a repositioning of an existing offering.
- In this case, the brand takes a current product and pushes it to an entirely new market.
- Although this occasionally includes some modifications, enhancements, or tweaks of what was previously available, such as different price points, additional templates, or new integrations that appeal to this new market, it's mostly about selling an old thing to a new type of customer.



## QUIZ 1

**What are the four types of a product launches?**

Goto [classpoint.app](https://classpoint.app) and enter the code

## QUIZ 2

- Product launching is **not**
  - A. Presenting the market status of the product
  - B. A pivotal point in a product's trajectory
  - C. The period that marks all that time and effort spent developing the product
  - D. The most successful point of days, weeks, months, or even years of work



Multiple Choice





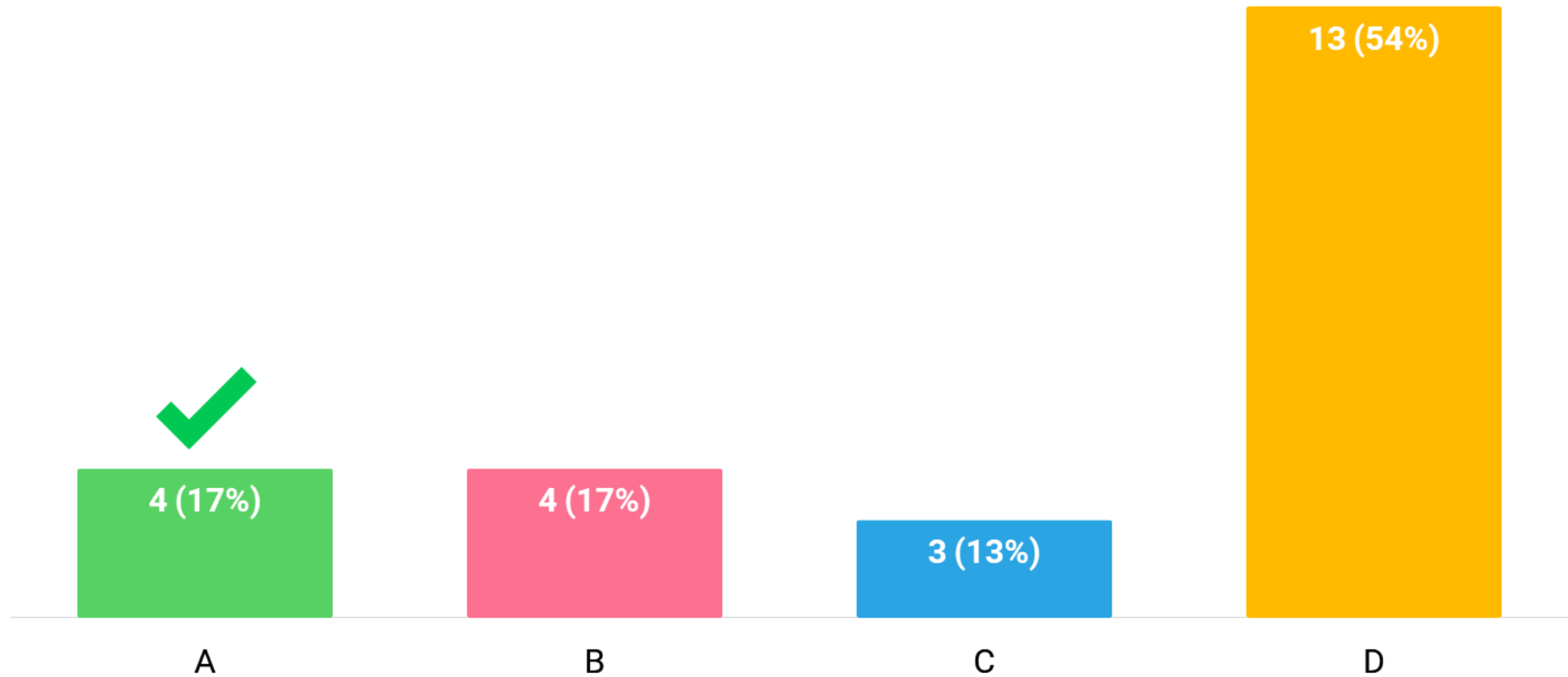
# Leader Board Results

1	URK21CS7030	★ 1000 pts 100% correct
2	Naveen Kumar	★ 993 pts 100% correct
3	URK21CS7041	★ 719 pts 100% correct
4	Tina	★ 601 pts 100% correct
5	percy jyotsna	★ 0 pts 0% correct
6	Meenakshi Sundaram	★ 0 pts 0% correct





# Multiple Choice Submissions



*Details can be found in the Notes section below*

Goto classpoint.app and enter the code

## QUIZ 3

- When a company establishes an entirely new category of **novel product**, the type of product launch is called
  - A. Breaking In
  - B. Breaking ground
  - C. Brand Extension and Expansion
  - D. Conquering New Territory



Multiple Choice



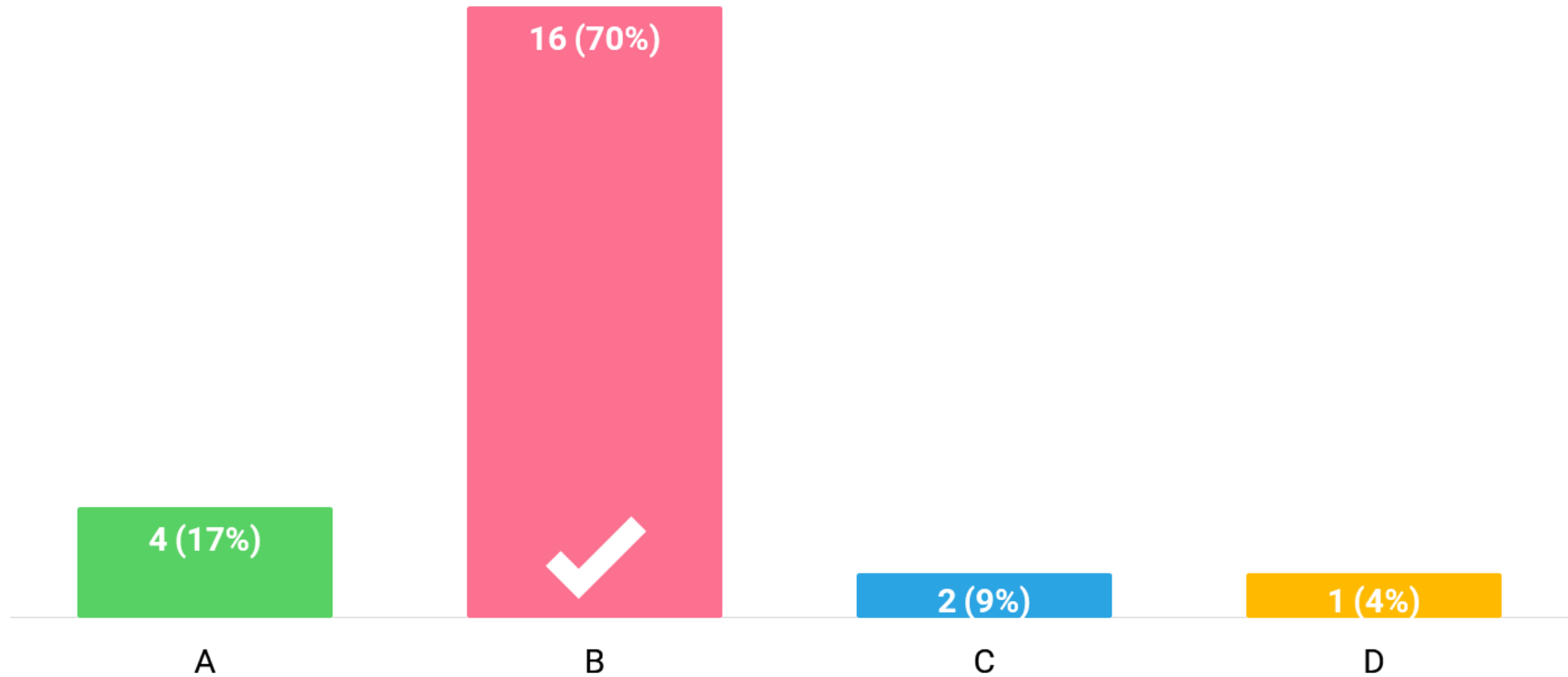
# Leader Board Results

1	URK21CS7041	★ 1719 pts 100% correct
2	URK21CS7030	★ 1500 pts 100% correct
3	Naveen Kumar	★ 993 pts 50% correct
4	Rhea shaji	★ 891 pts 50% correct
5	Tina	★ 601 pts 50% correct
6	URK21CS7001	★ 538 pts 50% correct





# Multiple Choice Submissions



*Details can be found in the Notes section below*



Goto classpoint.app and enter the code

## QUIZ 4

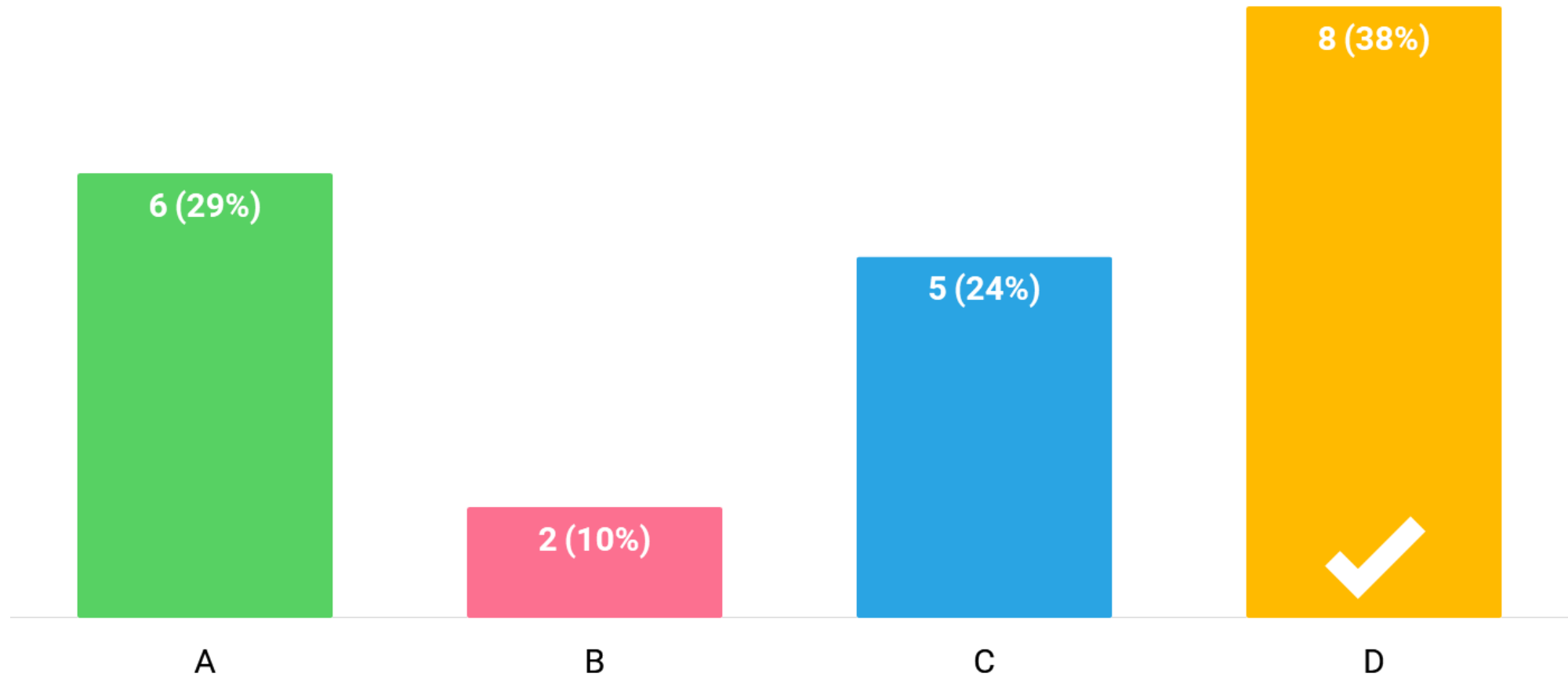
- When a company takes a current product and pushes it to **an entirely new market**, the type of product launch is called
  - A. Breaking In
  - B. Breaking ground
  - C. Brand Extension and Expansion
  - D. Conquering New Territory



Multiple Choice



# Multiple Choice Submissions



*Details can be found in the Notes section below*



# Leader Board Results

1	URK21CS7041	★ 1719 pts 67% correct
2	URK21CS7001	★ 1538 pts 67% correct
3	URK21CS7030	★ 1500 pts 67% correct
4	Naveen Kumar	★ 993 pts 33% correct
5	Stephen Boss	★ 948 pts 33% correct
6	URK21CS7002	★ 923 pts 33% correct



Goto [classpoint.app](https://classpoint.app) and enter the code

## QUIZ 5

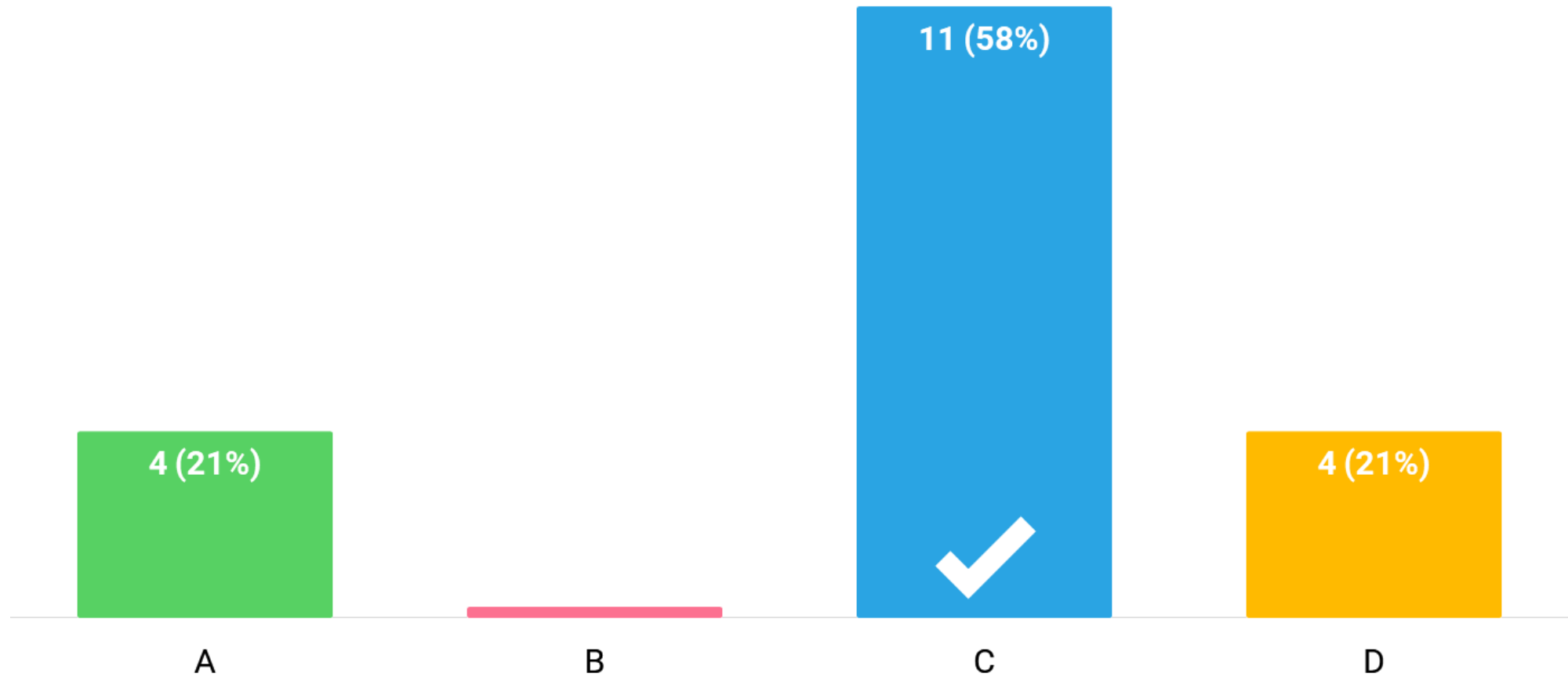
- **Amazon moving into streaming music to keep up with Spotify**, the type of product launch is called
  - A. Breaking In
  - B. Breaking ground
  - C. Brand Extension and Expansion
  - D. Conquering New Territory



Multiple Choice



# Multiple Choice Submissions



*Details can be found in the Notes section below*



Goto [classpoint.app](https://classpoint.app) and enter the code

## QUIZ 6

- When a company **debuts** a new product into an existing market, the type of product launch is called
  - A. Breaking In
  - B. Breaking ground
  - C. Brand Extension and Expansion
  - D. Conquering New Territory



Multiple Choice



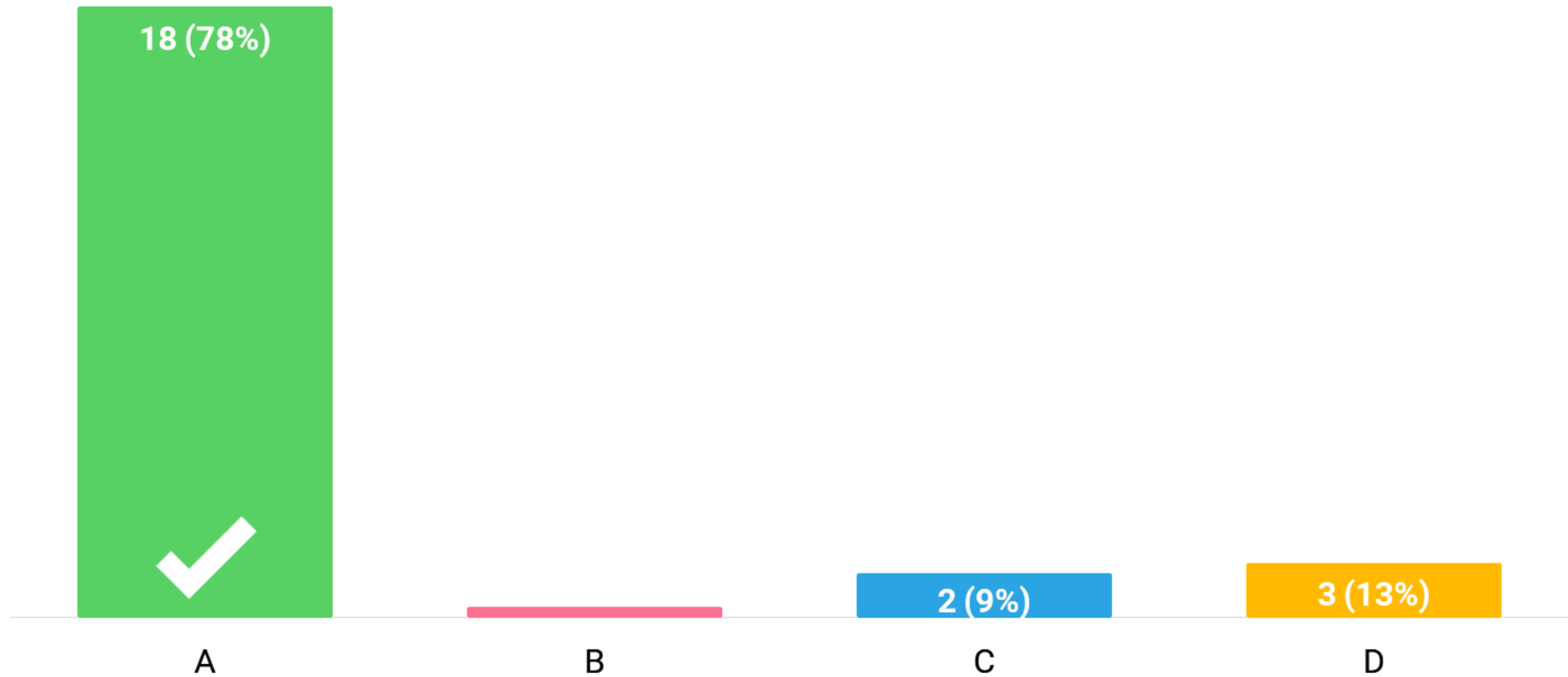
# Leader Board Results

1	URK21CS7002	★ 2697 pts 60% correct
2	URK21CS7041	★ 2592 pts 60% correct
3	URK21CS7030	★ 2276 pts 60% correct
4	Naveen Kumar	★ 1943 pts 40% correct
5	Rhea shaji	★ 1881 pts 40% correct
6	JANISH RAPHEL DEV R	★ 1657 pts 40% correct





# Multiple Choice Submissions



*Details can be found in the Notes section below*

↑ Rank	Name	Score	% Correct	Participation	Q1	Q2	Q3	Q4	Q5
1	Aarsha Ajith	3927	80%	5 of 5	D	B	D	C	A
2	Naveen Kumar	3752	80%	5 of 5	A	C	D	C	A
3	Danicka Sharon	3263	80%	5 of 5	B	B	D	C	A
4	Divya	2814	80%	5 of 5	D	B	D	C	A
5	Timosh	2807	60%	5 of 5	D	B	D	A	A
6	URK21CS7030	2736	60%	4 of 5	A	A		C	A
7	Meenakshi Sundaram	2736	60%	5 of 5	D	B	D	A	A
8	Chris	2696	60%	5 of 5	D	B	C	C	A
9	JANISH RAPHEL DEV R	2557	60%	5 of 5	D	B	D	A	A
10	URK21CS7005	2331	60%	5 of 5	D	B	C	C	A
11	URK21CS7003	2208	60%	5 of 5	D	B	C	C	A
12	Arther	2039	60%	5 of 5	B	B	A	C	A

↑ Rank	Name	Score	% Correct	Participation	Q1	Q2	Q3	Q4	Q5
10	URK21CS7005	2331	60%	5 of 5	D	B	C	C	A
11	URK21CS7003	2208	60%	5 of 5	D	B	C	C	A
12	Arther	2039	60%	5 of 5	B	B	A	C	A
13	Stephen Boss	1996	60%	5 of 5	D	B	A	C	A
14	Neethu	1716	60%	3 of 5		B	D		A
15	URK21CS7002	1693	40%	5 of 5	D	B	A	A	A
16	Rhea shaji	1623	40%	5 of 5	D	A	C	C	A
17	URK21CS7041	1592	40%	5 of 5	A	A	B	D	A
18	Karishma	1344	40%	3 of 5	D	B			A
19	Tina	601	20%	4 of 5	A	D	B		C
20	Joel	597	20%	5 of 5	C	B	A	D	C