

Product Development: New Age Methods, Processes & Guidelines

Latest approaches for optimal product development

23rd – 24th January 2017, Radisson Hotel Brunei Darussalam



Mr. Leigh Cowan

- Director, Corporate Strategy and Marketing Planning of Launch Engineering Pty Ltd
- Former Undergraduate and MBA Lecturer, Marketing Management at UTS Graduate School of Business
- Over 20 years of consultation experience with multi-international clients around Asia, USA, UK
- Partial list of clients: CIMB, Nestle, Abbott, Colgate, Johnson&Johnson, ING, Maybank, Unilever, Sara Lee etc.

Main learning objectives and benefits

- ❖ Clarify effective methods to improve your corporate product development efficiency
- ❖ Identify commercially viable product development opportunities
- ❖ Develop a more profitable product portfolio for your team
- ❖ Determine how to pre-check a product launch to make sure it will succeed before you launch
- ❖ Contextual harnessing of digital, internet, social media & online marketing communications
- ❖ Reveal secrets of growing sales profitably through product development

Highlights!

Registered attendees will be provided with the following that can be used to streamline product launch marketing practices in their own organizations:

- ✓ A Microsoft Excel Workbook for prelaunch optimization of a product launch
- ✓ A Microsoft Excel Workbook used for product launch marketing planning

All participants will receive a certificate of attendance issued by Mr. Leigh Cowan.



Organized by:

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Course Description

This two-day Masterclass is globally proven for improving performance, productivity and profitability of new product development & launch activities in medium and larger sized organisations. This course will help participants to streamline and upgrade their product development and product portfolio management with processes and models that are now adopted across the world.

The esteemed course facilitator will guide fellow participants on the latest product development practice and methods for optimal profit generation, competitive advantage, and ideal product launch results. This course is suitable for practitioners who are within the B2C and B2B organisations and it is especially ideal for Senior Executives working in FMCG, Consumer durables, Utilities, Finance & banking, Services, Luxury Goods, Energy, Telco, IT, Banking, Agribusiness, Mining, Insurance and Education.

A comprehensive Microsoft Excel Workbook free takeaway for pre-launch optimization of a product launch and product launch marketing planning are provided for this workshop. The purpose is to ensure that constituencies within the organisation understand its scope and approach. It is also aligned with the flow of the workshop and allows for participants to understand the processes and practices that influence each section.

Some of the topics that will be covered during the two days include:

- Stage-Gate and other 21st Century Modern Day Approaches
- Advanced Insights beyond Academic Know-How Advantages AND Limitations of Theoretical Marketing– The Hierarches of Marketing Model
- The New Product Development Wheel
- Types of Product Development Projects and the Check List
- The Components Necessary for Success – Avoiding Key Errors & Bad Choices
- Foundations for Successful & Profitable Product Development
- Dodging Pitfalls in Product Development
- Converting Business School Theory into Winning Commercial Advantage

Relevant case studies will also be included to help participants master the advanced product development practice:

1. Apple
2. Mars Pet Foods
3. A Major Asian Bank
4. Telstra Australia
5. Woolworths Australia

Why you should attend?

This workshop is a comprehensive and up to date package that combines the consistently proven methods of the world's most successful marketing companies using refined methods and latest insights. Key disciplines proven and routinely used by the worlds most successful companies to optimize product launch success and achieve marketing excellence. The most comprehensive product launch workshop for strategic and corporate executives.

Who should attend?

CEOs, Heads, VPs, Directors, Heads of Departments, Managers and Executives responsible for:

- ❖ Product Development
- ❖ Product Management
- ❖ Product Launch
- ❖ Product Portfolio Management
- ❖ Sales and Marketing
- ❖ Channel Marketing
- ❖ Brand Management

Day 1 | 23rd January 2017

Session 1: How to set yourself up for success

- Fundamentals of product development for commercial success
- Strategic requirements according to relative newness of products
- Product Development choices
- Segment/strategy permutations
- New methods in new product idea generation
- Organising for new product development
- The product development wheel & other concepts
- The Stage-Gate Product Development Process
- **Case Study: Coca Cola – Overt failure or convert success?**
- Group Exercise: Discussion of Coke using the LE New Product Development Wheel
- The Stage-Gate Product Development Process

Session 2: What is the "Product"?

- Product development & the "product"
- Product analysis – core vs actual vs augmented & more

- Product type
- Product classification
- Product categorization
- Segmentation effect on product perspectives
- Group exercise: each member will develop a new product for their team-mate, without changing the core product. Group analysis follows.
- 4 basic types of consumer buyer behavior
- Involvement as a major factor in brand adoption
- Different marketing strategies are necessary for different types of innovation

Session 3: Strategic Product Management

- Using segmentation & differentiation to create winning product development concepts
- Case Study: Qantas & Jet Star
- Fundamentals of product development for commercial success
- Customer analysis and value creation effect
- Bullet-proof product development - method & strategy
- How to win market share

Session 4: Branding Strategy & Product Development

- Managing branding decisions
- The brand portfolio in context with the product portfolio
- Group exercise: Brand Equity – A new brand or extend?
- **Case study: Mars Pet Foods**
- Brand vs. product portfolios
- Capitalising on the Just-Noticeable-Difference
- Brand equity & levels of brand meaning
- Command higher market share and lower marketing costs over time

Session 5: Marketing Communication Strategy

- The potential and limitations of the Promotional Mix
- Fundamentals of market penetration & brand adoption
- Buyer readiness states
- Communications strategy “musts”
- The keys to new product launch marketing
- Relative importance of promotional tools by product life cycle
- Hype and reality of digital
- Social media marketing management
- The 22 immutable laws of marketing
- Differences between B2B & B2C
- Group exercise

Day 2 | 24th January 2017

Session 6: Distribution Strategy

- Multiple channels of distribution
- Classical rules for optimizing Distribution Strategy

- Product Development feedback - Lead User-Ship
- Considerations affecting distribution strategy
- Group exercise

Session 7: Strategic Management of People & Processes

- Customer experience elements
- The product service-continuum
- Group exercise: Participants will identify key points of, evaluate the change in profit generated by a 5% increase in customer satisfaction
- 10 most important internal-people issues
- Internal marketing
- Fundamentals of product development for success
- Group exercise: The importance of customer satisfaction

Session 8: Positioning and Budgeting

- Ways to win market share
- Group exercise: Participants will use a simple tool for preliminary testing financial viability of product development concepts

Session 9: Pricing Strategy

- Why silos prevent pricing from being truly strategic
- Group exercise: Develop a new product for a classmate using pricing strategy
- Psychological pricing & perceptual anomalies
- About new product pricing
- Prisoners dilemma

Session 10: Product Development Strategies & Strategic Marketing Planning

- Macro/micro industry analysis in planning
- Issues in forecasting & market assessment
- Segmentation strategy to create blue ocean opportunity
- Disruption and types of innovation
- The PEERSMART © Model - Making S.M.A.R.T. smarter
- PESTLEED
- Determine attractiveness or profitability of a market or industry
- Avoiding ‘Corporate Cancer’

Session 11: Feasibility Assessment & Contingency Planning: Review of Product Development Tools

- Boston Matrix
- Lifecycle Theory
- Product portfolio management
- Brand adoption
- Determining optimal price for different product derivations
- Group exercise: Trial use of marketing planning workbook
- Strategies to optimise life-time value of a customer

About The Course Facilitator



Mr. Leigh Cowan

Director, Corporate Strategy and Marketing Planning of Launch Engineering Pty Ltd

With over 30 years of working experience, Leigh Cowan, B. Commerce – Marketing (UNSW); Grad. Dip Strategic Planning (London City University), is the Managing Director of Launch Engineering Pty Ltd, brings a vast range of experience and lateral thinking to benefit his clients. Originator of “The Law of Diminishing Brand Loyalty”, Leigh is a freethinker in commercial marketing management and a highly sought after expert. He presents his theories and conducts marketing training workshops both across Australia and internationally.

Leigh has had Marketing papers published, taught Fundamentals of Marketing to undergraduates at the University of NSW, Marketing Management at the UTS Graduate School of Business in Sydney and subjects as diverse as Marketing Communications, Consumer Behaviour and Strategic Marketing Planning and Strategy.

As a consultant over the past 20 years, he has helped companies grow sales by as much as 50% in one year, successfully launch products that may have never found success on their own and saved business leaders from disastrous choices in corporate strategy. Over the decades, Leigh has had profound marketing management and product launch success in Finance, FMCG, IT industry, Government and Professional Services. During a stint in the UK, he helped an FMCG company increase its market share 6-fold in under 18 months, knocking the mighty Mars Corporation on its backside.

Leigh is currently the Managing Director of Launch Engineering that specialises in new product development and launch, pre-launch and on-going marketing planning and strategy. He owns a proprietary system for pre-launch assessment of product launch that has always successfully predicted the outcome of a product launch services.

Testimonials

“Your marketing plan was so significant our Chairman insisted we get one of the big five accounting firms to undertake the same brief. They came up with the same results, but took twice as long and cost ten times as much!”

“This is the first time we have used a marketing consultant, which I am pleased to say, has exceeded our expectations.”

“We increased our sales of regular product lines by 50% - testimony of ability to assess the market and then select and implement appropriate sales strategies.”

Partial list of companies that have benefited from Mr. Cowan’s expertise

- ✓ ING
- ✓ Morgan & Banks
- ✓ AVCO Financial Services
- ✓ Westpac
- ✓ Maybank
- ✓ United Overseas Bank Malaysia
- ✓ CIMB Bank
- ✓ DBS Bank
- ✓ Bank of Ceylon
- ✓ Bank Islam Brunei Darussalam
- ✓ AM Bank
- ✓ VietinBank
- ✓ Allied Bank
- ✓ NDB Bank
- ✓ Union Bank of Philippines
- ✓ Muang Thai Insurance
- ✓ Telstra
- ✓ Nestle
- ✓ Proctor & Gamble
- ✓ Unilever
- ✓ Nutella
- ✓ Johnson&Johnson
- ✓ Colgate
- ✓ Marion Merrell Dow
- ✓ Abbot
- ✓ Sara Lee

PROGRAMME SCHEDULE – Day 1 & 2

08H30	Registration
09H00	Session 1
10H40	Refreshments & Networking Break
11H00	Session 2
12H45	Lunch
14H00	Session 3
15H30	Refreshments and Networking Break
15H50	Session 4
17H00	Course Ends

PRE-COURSE QUESTIONNAIRE:

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concerns.

Your completed questionnaire will be analyzed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation on the day of the training.