

# Product Development For Bullet-Proof Product Launch

The Professional Road Map for Optimal Product Development

2<sup>nd</sup> – 3<sup>rd</sup> June 2016, Hotel Istana Kuala Lumpur, Malaysia



**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

- ❖ Discover strategic management tools to assess product launch opportunities for maximum sales and profit gains
- ❖ Gain insights and strategic management methods shaped by Drucker, Kotler and the world's greatest marketing minds
- ❖ Improve your market research knowledge and latest market segmentation approaches
- ❖ Explore new product development processes that ensures sustainable competitive advantage
- ❖ Practice scientific product analysis, derivative product extension and product portfolio management methods of the world's most successful marketers
- ❖ Join an inner sanctum of product launch expert as for the first time our course expert will reveal the secret pre-launch evaluation and assessment check list of the 47 factors that control the outcome of a product launch goals
- ❖ Empowered with the methods used in product launch marketing planning and become a master at building the winning marketing plan
- ❖ Acquire magic lessons of alignment and engagement

## 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

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



Organized by:

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## Course Description

This workshop is typically delivered as a two-day interactive programme. Its content relies on a variety of inputs and supporting processes. Given product launch directly affects profitability and the future of the organisation, this workshop lends itself to senior and c-level management as well as being crucial for people from other functions since their buy-in can help pave the product's path to market.

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.

There will be group exercises and real case studies discussion and this will allow for a high degree of interaction as the course evolves and helps them to put what they learn into practice on the job.

### 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

## 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

### 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.

## Day 1 | 2<sup>nd</sup> June 2016

### Introduction

- Discuss goals, expectations and ground rules

### Session 1: How to set yourself up for success

- Fundamentals of product development for commercial Success
- The Stage-Gate Product Development Process, The Product Development Wheel & other concepts
- Group Exercise: Participants will nominate and discuss recent national product launches from their own country and assess them using the LE New Product Development Wheel
- Case Study: Coca Cola – Overt failure or convert success?

### Session 2: What is the “Product”?

- Product Analysis
- Product Type
- Product Classification
- Product Categorisation
- Segmentation effect on product perspectives
- Group exercise: Each member has to develop a new product for their team-mate, without changing the core product. Group Analysis follows.
- Case studies: Coca Cola and Pepsi

### Session 3: Strategic Product Management

- Using Segmentation and differentiation to develop winning product development concepts
- Case studies: Qantas and Jetstar

### 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

### Session 5: Marketing Communication Strategy

- The potential, and the limitations, of the Promotional Mix
- Group exercise: Develop another new product for your classmate using just promotions strategy

## Day 2 | 3<sup>rd</sup> June 2016

### Session 6: Distribution Strategy

- Multiple channels of distribution
- Classical rules for optimizing Distribution Strategy
- Group exercise: Each group will choose one of its member's products and develop a multiple channel distribution model for it

### 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

### 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
- Case study: Malaysian Airlines

### Session 9: Pricing Strategy

- Why silos prevent pricing from being truly strategic
- Group exercise: Develop a new product for a classmate using pricing strategy

### Session 10: Product Development Strategies & Strategic Marketing Planning

- Macro/Micro Industry Analysis
- Planning
- Issues in forecasting & market assessment
- Segmentation
- Disruption and types of innovation
- The PEERSMART © Model
- Group Exercise: Analysis Apple's strategic marketing opportunities
- Case study: One Tel Singapore

### Session 11: Feasibility Assessment & Contingency Planning

- Boston Matrix
- Lifecycle Theory
- Product Portfolio Management

## 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