

## Launch Engineering Steps in New Product Development

### Idea Generation & Screening

LE systematically taps into a wide variety of sources to generate viable ideas.

Methods include intra-organisational, customer complaint & compliment, competitive activity, channel partners, international markets and LE's own idea generation methodology.

Screening is a multi-stage process that incorporates a fit-importance-market attractiveness-company convergence matrix.

### Concept Development & Testing

The process of taking a product concept that the company believes it *could* bring to market, through the evolution to a product that the market believes it would be *likely* to want to buy. The idea becomes a solid concept, or set of concepts, which is then tested on target consumers for reaction and evaluation.

### Marketing Strategy Development

Development of objectives and corresponding strategies based upon products that have 'passed' the development & testing phase. First draft of price, distribution and promotion plans.

### Business Analysis

Review of potential net marketing contributions and final decision-making process to 'bet or bail' - to go ahead or terminate product development.

### Product Development

Execution of bringing the product to market, making the concept into a feasible product line. Working with production engineers in DFMA (design for manufacturability and assembly),

### Test Marketing

Subject to strategic implications, competitive response, trade partner compliance, and management confidence, LE executes real market tests using simulation, controlled or full test marketing to validate commercial projections.

### Commercialisation & Launch

Guiding trade launch, development of the advertising, public relations, sales promotions and sales plans.



### **Post launch evaluation & strategy**

Development of the marketing information system for future control and development.

### **New Product Development Issues**

#### **Portfolio Planning**

LE works its NPD into your existing product portfolio and as well, helps reevaluate your portfolio for optimal market share and profitability.

#### **Sequential vs. Simultaneous NPD**

LE can perform a NPD study either sequentially or simultaneously, thereby equipping its clients with appropriate market input according the client needs.

