

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.

