



Launch Engineering
Part art. Part science.

Launch Engineering Pty Ltd

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New Product Development & Launch
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FACT: 4 out of 5 product launches fail.

Be sure yours is in the one-out-of-five that wins!

THE PHILOSOPHY OF LAUNCH ENGINEERING

One of the world's leading exponents of marketing is quoted as saying, "Marketing makes selling unnecessary".

At Launch Engineering, we **apply marketing science**, but with a bit of art, the benefit of hard earned grey hair, and a 'shake' of street-wise common sense.

Our consultants have two things in common – over 25 years worth of hard-core practical experience AND academic leadership at post-graduate level.

The payback is we have the nous to know what is practical, what's not, and what can make (or save) you a lot of money!

But, if you're seeking some patronising 'yes-men' that do it your way without question, 'seek ye not here'.

However, if you want to tap into the entrepreneurial grass root skills of executives who have "touched the sky", not to mention the accumulated learning of marketing gurus around the world, we make pretty good sense.

A STROKE OF GENIUS OR JUST GOOD PREPARATION?

Launch Engineering was founded with one goal in mind, to reduce the incidence of launch failure and to be the best at it. This means an intensive marketing discipline, rules and creative expertise for positively minded and determined clients.

Incidentally Launch Engineering not only recruits **marketing knowledge from around the world**, it also develops its **own proprietary processes** and approach to sharpen the odds.



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As far as our principals, once they established their reputations in Marketing, they just never stopped performing.

We believe it's because no one wants to see a job half done, and it its worth doing well, well we'll do it!

And so we are ever ready to solicit our specialist peers in their individual areas to ensure that you have the competitive edge in almost every marketing arena.

OUR RESOURCES

Launch Engineering is proud to work with some of Australia's most highly regarded marketing minds.

Our full service list includes:

1. Market Research: Qualitative & quantitative
2. Efficiency Analysis – Why isn't it working well enough? Optionally including or focussing on Environment, Objectives & Strategy, Planning & Control System Area (inc New Product Development), Structural, Marketing Functions, Ethical and Product Management Audits.
3. Market Analysis – including industry, portfolio and segment analysis.
4. Marketing Optimisation – Aspects include training through to operational execution.
5. Corporate Marketing Governance – Back to the core business decisions.
6. New Product Development & New Product Project Management
7. Strategic Marketing Planning & Management Consulting

Of course we're the first to admit that even the most careful work cannot



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guarantee a successful launch every time. In truth, not every product thought of is meant to succeed. Launch Engineering 's purpose is not to guarantee success, but give you every chance of it!

We believe there are no such things as 'bad ideas and 'good ideas', just good marketing and bad marketing.

At LE we believe that the one constant in the world is change, and, to us, the statistic '4 out of 5 products fail' is unacceptable...

So let us help you change it!



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