



PRODUCT LAUNCH



A Successful Product Launch

Even with a plan in place, it's a challenge to launch a new product. A majority of new product launches fail because due diligence is not completed effectively on the potential market segment.

There are numerous factors that need to be thoroughly analyzed before launching or re-launching your product. A Firstbase analysis will establish if there is a strong demand for your product or service in the current market.

The fundamental way to avoid mistakes and failure is to conduct a Market Research Study. This method uses extensive market measurements on which a company can base the viability of a successful launch and implementation.

Develop your Perfect Plan

A Market Research Study is the basis for the development of your product launch goals, market strategy, marketing plan and its implementation. This will ensure that a product is introduced with the greatest opportunity for optimum sales and profits.

Armed with robust info of a thorough Market Research Study you will have the elements for a perfect plan.

Market Research and Analysis

The Market Research Study should include the following critical components:

- End-user demographics
- Attitude measurements
- Market share trends
- Market concentration
- Market saturation
- Brand assessments
- Replacement rates
- Pricing measurements
- Price performance/value
- Market growth measurements
- Competitive analysis
- Channels of distribution

“Worst than being blind is to see and have no vision.”

- Helen Keller

Introducing a Product to Market

Whether you are launching a new product or re-launching an existing one, careful planning is needed.

Challenge Questions

The following questions will be used to guide our strategic advice to your specific situation.

- **Where will your product be launched?**
- **What customer segments will purchase your product?**
- **What are the applications for your product?**
- **Where will your product be sold?**
- **What are the benefits for your customers?**
- **What is your price/performance ratio relative to the competition?**
- **Who are your principle competitors?**
- **What will make your product unique in the market?**
- **What percentage of market share is targeted at the end of year 1 and 3?**
- **What percentage of the customer base currently uses your product?**
- **What distribution channels do your customers use today?**
- **What influences your customer's decision to buy?**
- **How will competitors position themselves against your product?**
- **What is your sales strategy?**
- **What is your branding strategy?**
- **What is your marketing strategy?**
- **What measurement of performance will you use to track success?**

FAQs

I've heard there is a high rate of new product failure. Is it risky to spend money on a high profile launch?

Failure to launch properly may be a contributory factor. Provided your product has been carefully researched and developed, an effective launch should contribute to success. It cannot, however, rescue a bad product.

Why spend money on an internal launch, when it is the customers who will determine success?

Unless you have the commitment of the management team and the people who will be responsible for designing, producing, selling, and distributing your product, it's unlikely to get the support or resources it needs to succeed. Internal communication is key.

If a product is good enough, do I need to run sales incentives during the launch period?

Any product has to fight for attention from the sales team and resellers. An incentive may give your new product a vital push during the critical launch period.

Product Launch Toolbox

Here are some of the essential actions that need to become an integral part of your product launch

1. Communicate the launch internally
2. Develop a branding program
3. Produce a launch guide
4. Describe launch support
5. Outline launch activities
6. Arrange high-profile launch events
7. Communicate the product to customers
8. Use marketing and sales to build interest
9. Use social media & public relations

10 Ways to Make Successful Product Launches

1. Identifying the best customer segments for penetration
2. Positioning the product successfully against competition
3. Optimizing impact of sales strategy
4. Designing and implementing a branding program
5. Creating a system to maximize sales leads while minimizing marketing expense
6. Basing sales strategy on customer benefits rather than features
7. Making your team market-driven rather than technologically driven
8. Setting sales goals based on market potential, not staff's guesses
9. Reducing sales development time and maximizing profit
10. Identifying optimal mix of marketing tools and distribution channels to maximize sales

“Planning is as natural to the process of success as its absence is to the process of failure.”

- Robin Sieger

“1,000 excuses for failures. Never a good reason.”

- Mark Twain

Checklist for Product Launch

We have a talented team of professionals who have the “know-how” to enable your product launch to achieve the best opportunity for success. Listed below are the elements of your successful product launch strategy:

- Determination of market engineering measurements
- Completion of customer survey
- Focus group performance (if required)
- Beta sites of product
- Selection of distribution channels analyzed
- Sales targets based on market size and potential
- Branding strategy review
- Design of lead generation programs
- Design of market-based pricing strategy
- Design of public relations strategy
- Design of sales and marketing strategy
- Lead tracking systems
- Development of customer database
- Competitive analysis and benchmarking
- Design of customer database
- Design of market monitoring system

Why Work With Firstbase for Your Product Launch?

The Market Research Study will provide essential information and market intelligence that will directly affect the strategic planning of your product launch.

This critical information will enable you to make informed decisions based on real market conditions.

There are 10,000's of products launched every year and the real facts are that a great majority will falter or fail because of lack of planning and implementation.

To minimize your risk of failure and maximize your chance of success, contact Firstbase and discover our passion, “know-how”, expertise and commitment that will enable your goals to be realized.

How We Work

Every project we accept begins with deep discovery of not only the challenges your organization is facing but WHY they are occurring.

Working with you and your team we then define clear objectives and outcomes. Only then are strategies developed and executed to elevate your business performance.



Strategies such as:

1. Deep research on what your 'business-to-business' or business-to-consumer' customers truly want from your organization.
2. Business analytics to articulate key points to leverage your current infrastructure, product and customer portfolios, and marketing efforts.
3. Creation of the right practices needed to elevate your business performance — not just assigned "best practices".
4. Reorganizing your team so that "rain makers" can focus on bringing in new business and not "managing the current business".
5. Connecting your business more closely with your target customers.
6. Identifying your key markets and aligning the organization to best serve them.
7. Developing comprehensive ROI programs for your business.

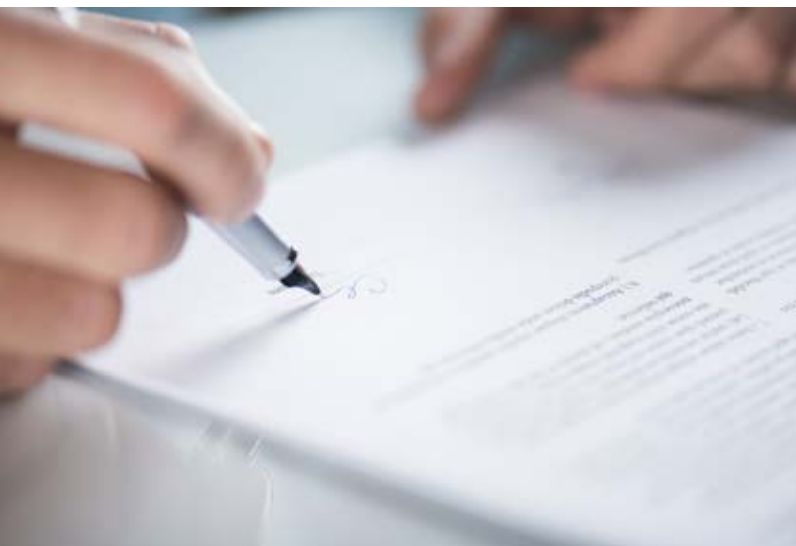
Isn't it time to elevate your business performance?

With our collaborative approach and clarity of thought, the Firstbase team of experienced consultants brings fresh solutions to your specific, and often unique issues. An example of recent assignments includes:

- Clarified and crafted a company's Unique Value Promise to reposition them distinctly in their markets.
- Identified key market segments for a manufacturing firm around the globe.
- Produced a full marketing strategy for significant sustainable growth.
- Implemented a new client development program that brought over \$30 million in quotes within 90 days.
- Created and designed messaging and branding that communicates real value to specific target customers.

On every assignment, the Firstbase team will employ clear communication, fresh thinking, actual guidance and full execution support.

When Firstbase accepts an assignment, they expect only one thing, success for the client.



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