MARKETING Club 140th

New Product Development

JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
4-6-24 Tuesday	9.30 pm EGY	9.30 pm KSA	10.30 pm UAE	Online Zoom

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Instructor
Dr.Mohamed Hussain
Product Development Manager

Mohamed Hussein Mohamed Fathi

Personal Information

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- **Military Status** : *Exempted*
- **Nationality** : *Egyptian*
- **Date of birth** : *21/ 9 / 1985*
- **Gender** : *Male*
- **Current position:** *Products Development Manager.*
- **Previous position :** *Brand Manager (Product Manager)*

Education

- *B.Sc. Degree of science / chemistry, Physics.*
- *Alexandria University / faculty of science.*
- *May 2006 / Grade: good*

- It is the processes & steps to improve X, Y,.....Z from Lower state or Level to Higher one

What is product development?

Aha!
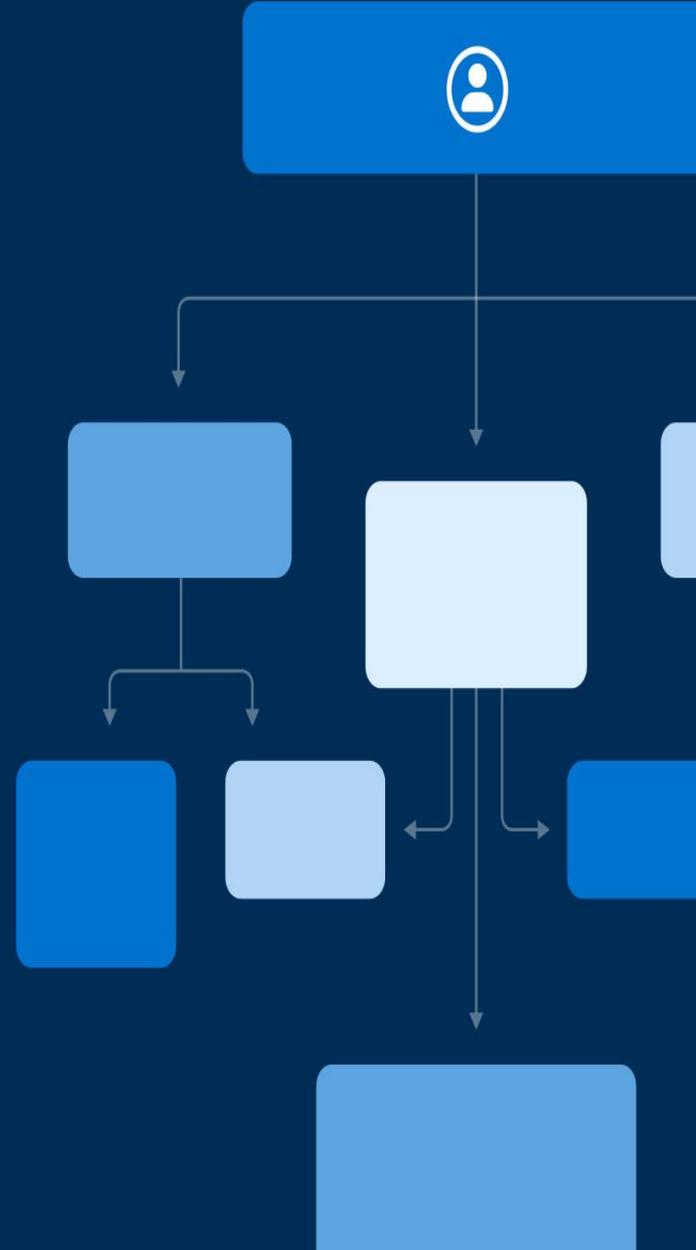
Product Development

- series of steps that includes the conceptualization, designs, Forms , price , Quality and marketing Improvements of newly created or newly rebranded goods or services. Product development includes a product's entire journey (from the initial idea to after its market release).

Types of product Development

New

Current

newly created

newly rebranded

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Role of product Development Manager

```
Marketing
```
Outdoor Roles

```
Business
```
Indoor Roles
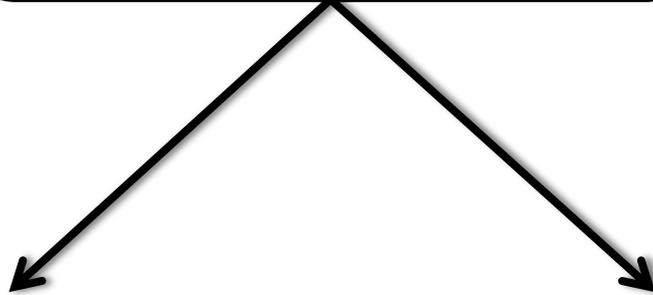
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Product Development Management

❑ Market Study

❑ Direct Feed Back

❑ Focus Groups

❑ Survey & Questioner

❑ Customer Service

❑ Social Media

❑ Training & Orientation

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Product Development Management

DATA COLLECTION

IDEA GENERATION
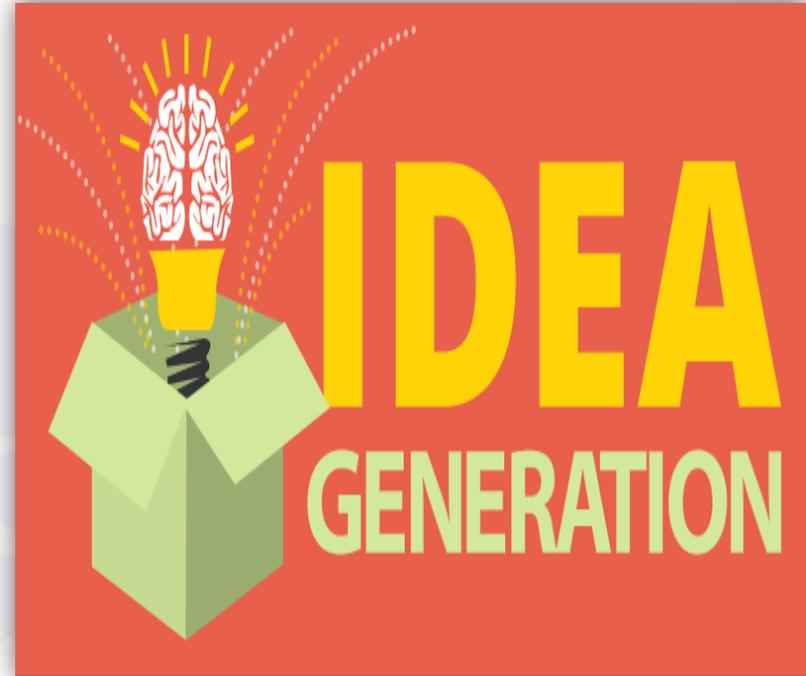
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Product Development Management

❑ Market Study

❑ Direct Fe[...]

❑ Focus Gr[...]

❑ Survey & Questioner

[...]ustomer Service

[...]ocial Media

❑ Training & Orientation

Marketing Visit,
Marketing Research,
……………………….etc.

Observation

competition

Availability

Pricing

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Product Development Management

❑ Market Study

❑ Direct Fe[...]

❑ Focus Gr[...]

❑ Survey & Questionner

**Marketing Visit,
Marketing Research,
..............................etc.**

Observat[...]   [...]etition

CONSUMER OR CUSTOMER NEEDS

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Product Development Management

❑ Market Study

❑ Direct Feed Back

❑ Training & Or

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Product Development Management

Nielsen

Direct Feed Back

T VISION INSIGHTS

...stioner

Customer Servi...

Medical one Market Research

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Product Development Management

❑ Market Study

 ❑ Direct Feed Back

  ❑ Focus Groups

   ❑ Survey & Questioner

Product Development Management

❑ Customer Service

Product Development Management

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Product Development Management

❑ Training & Orientation
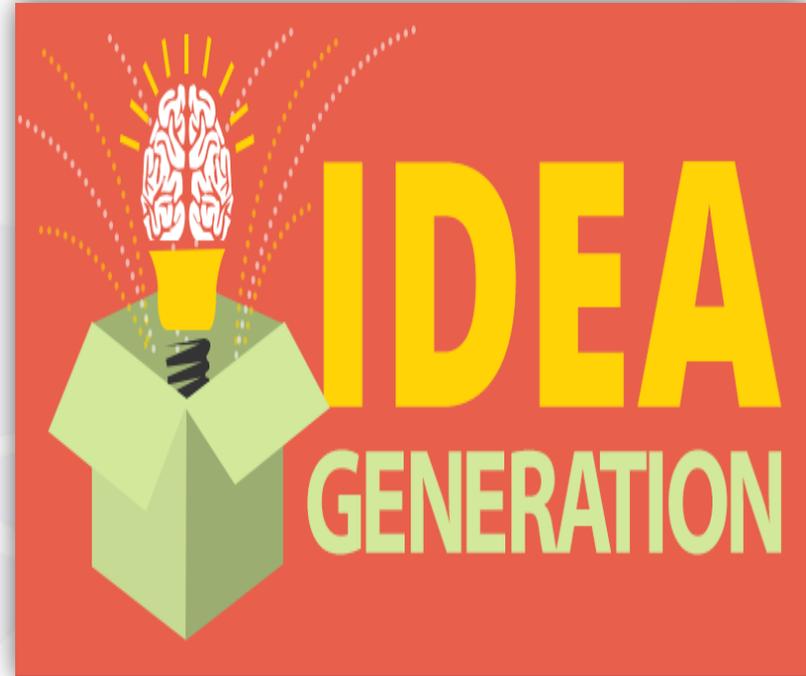
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Product Development Management

DATA COLLECTION

IDEA GENERATION

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Marketing Club
Sharpen Your Marketing Skills

Types of product Development

New Idea

newly created

External   Internal

Developed Idea

New   newly rebranded   New
Generation   Update

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Sharpen Your Marketing Skills

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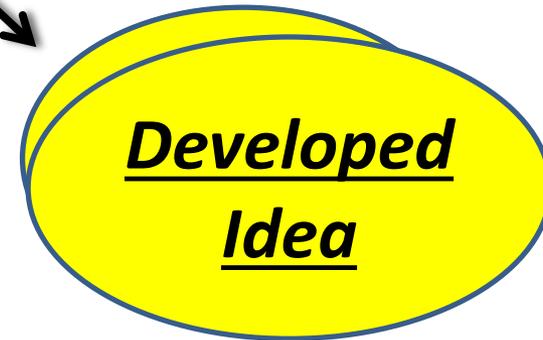
What is the Right Path ?

Growth-Share Matrix
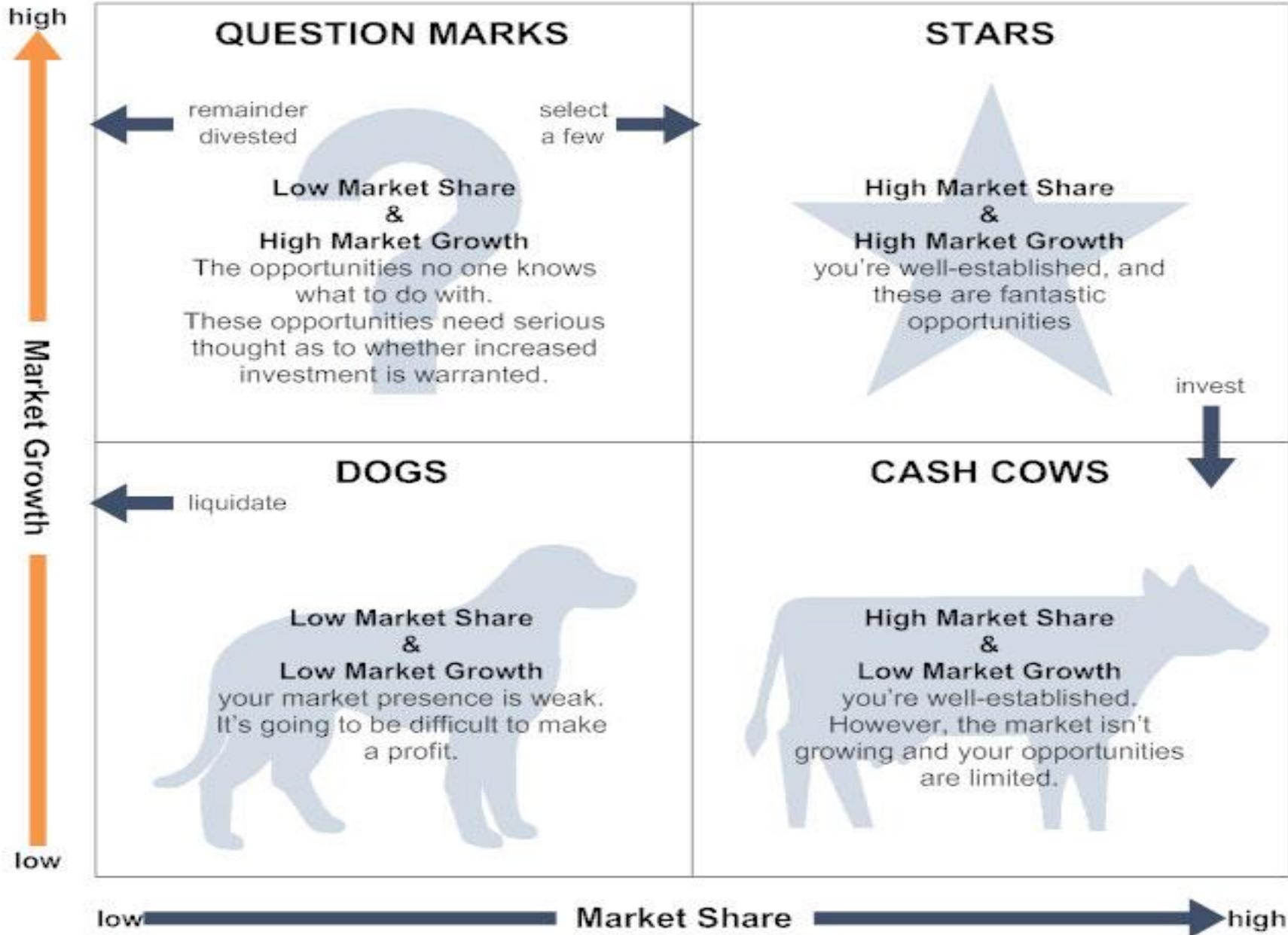
Market Growth (vertical axis: low → high)

Market Share (horizontal axis: low → high)

QUESTION MARKS

remainder divested ← → select a few

Low Market Share & High Market Growth
The opportunities no one knows what to do with.
These opportunities need serious thought as to whether increased investment is warranted.

STARS

High Market Share & High Market Growth
you're well-established, and these are fantastic opportunities

invest

DOGS

liquidate ←

Low Market Share & Low Market Growth
your market presence is weak.
It's going to be difficult to make a profit.

CASH COWS

High Market Share & Low Market Growth
you're well-established.
However, the market isn't growing and your opportunities are limited.

BCG Matrix of Unilever

Role of product Development Manager

Marketing

Outdoor Roles

Business

Indoor Roles

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26
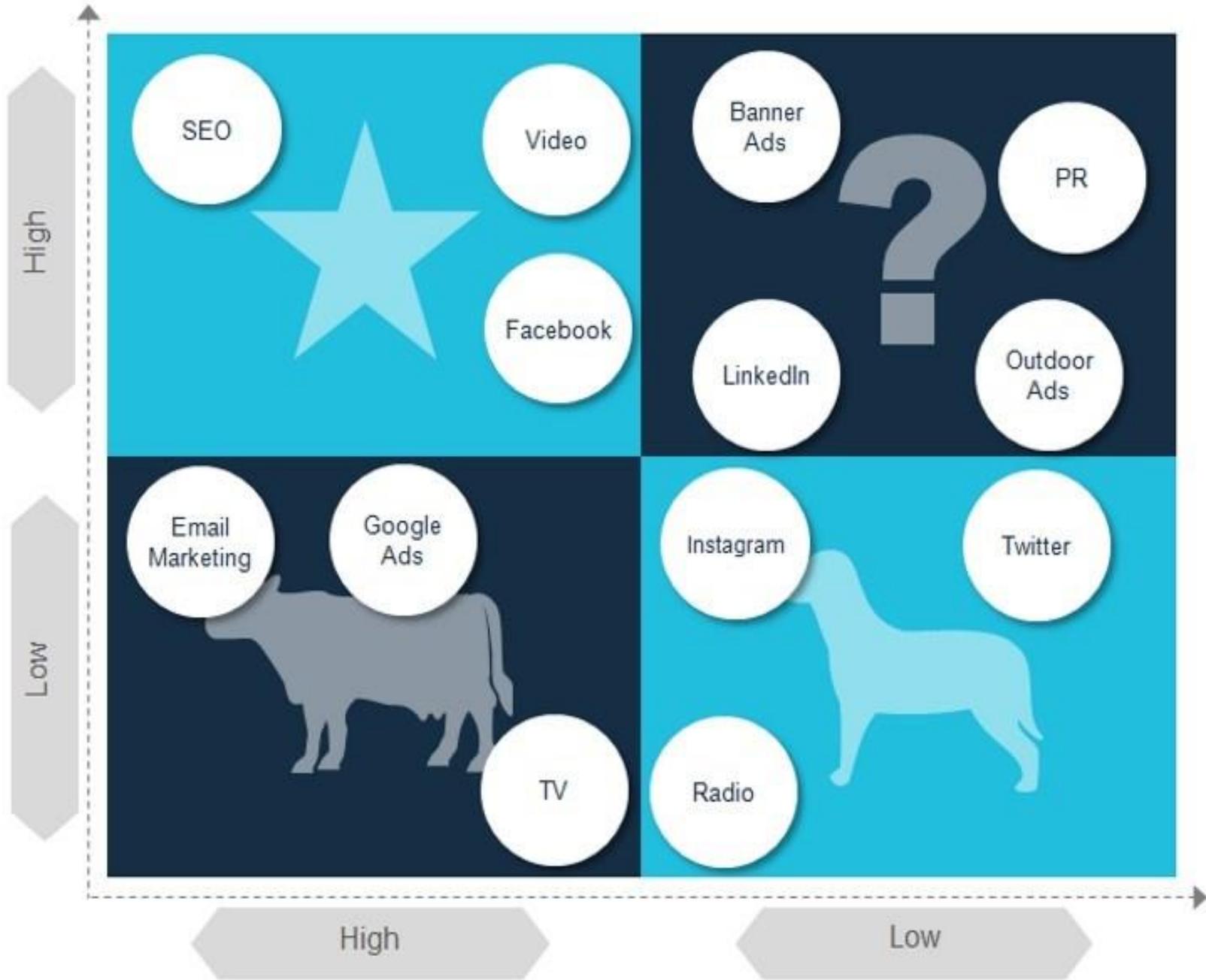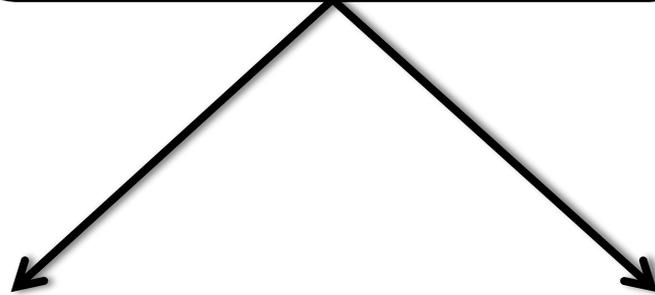
Start
Business!
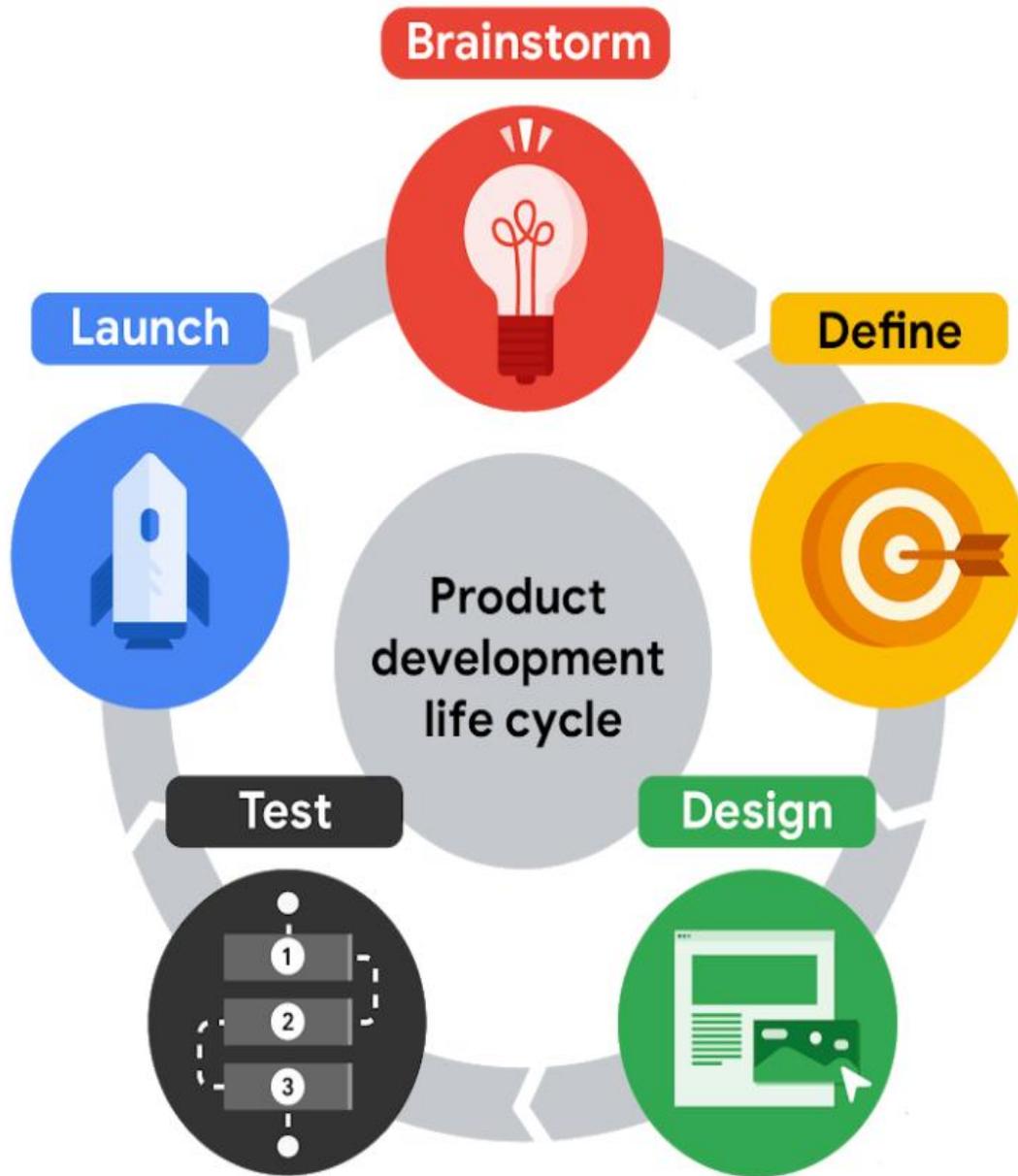
PRODUCT DEVELOPMENT LIFE CYCLE

#1 Idea generation

The initial stage of the product development process begins by generating new product ideas.

#2 Product definition

Once you've completed the business case and discussed your target market and product functionality, it's time to define the product.

#3 Prototyping

During the prototyping stage, your team will create a more detailed business plan and constructing the product.

#4 Initial design

During the initial design phase, project stakeholders work together to produce a mockup of the product based on the MVP prototype.

#5 Validation and testing

In order to go live with a new product, you first need to validate and test it.

#6 Commercialization

Now it's time to commercialize your concept, which involves launching your product and your website.

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Sharpen Your Marketing Skills

Product Development Management

2- Design Brief

- Day & Date
- Product Name
- Brand Name
- Product Objective
- Bench Mark
- Suggested Price
- Shape , Design , colors & Volumes
- Forms & Production types.
- Packaging Methods ,Outer Cartoon & Pallet

- Front side (Marketing Message)
- Logos & Badges
- Back side (Marketing Message)
- Usage Ways & Methods
- Warning Messages & Signs
- CLP
- Codes
- Company information's .

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Marketing Team

Cooperation & Follow up

- Sales Analysis
- Competition Analysis
- Brain Storming
- Design Brief
- Marketing & Sales Plan
- Cost Approval
- CEO Approval
- Trails & Test Sample
- Design Amends
- Launching Plan
- Dispatch & Branches Stores
- Feed Back
- Sales Review

R&D

Quality

Cooperation & Follow up

- Design Brief
- Active ingredient
- Material & component
- Suppliers
- Cost Approval
- CEO Approval
- Trails & Test Sample
- Usage Methods
- CLP & Safety
- Validity & Warning signs
- Design (Writings)
- Design (Printing Quality)
- Coding Methods
- Quality Control & Assurance
- Production Quality
- Final Product (Packaging)
- Safety Dispatching

Planning

Production

Cooperation & Follow up

- Design Brief
- Marketing & Sales Plan
- Month & Quarter Plan
- Bale of Material
- Coding Methods
- CEO Approval
- Stock Availability
- Purchasing Requests
- Imported Raw Materials
- Suppliers
- Receiving Materials
- Production Methods.
- Factory Stores
- Launching Plan.

Designing

Cooperation & Follow up

- Design Brief
- Component & Material
- Writings
- Coding Methods
- Quality Methods
- CLP & Warning Signs
- Design Amends
- CEO Approval
- PDF Files
- Suppliers
- Purchasing Requests
- Printing Methods
- Receiving Materials
- Launching Plan
- Posts & Banners

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Follow up

cost

- Design Brief
- Cost Approval
- Suppliers Approval
- CEO Approval

Purchasing

- Searching For Suppliers
- Cost Approval
- Purchasing Orders
- CEO Approval

Exporting

- Design Brief
- Translations
- Design Amends
- CEO Approval

Product Development Management

How to make coordination's ?

➤ E-mail (Official)

➤ Daily Phone calls

➤ What's up groups

➤ Social Media Groups

➤ Monthly Meetings

➤ Individual Weekly Meetings

➤ Factory Visits

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Product Development Management

What is your Work Tools ?

- Market Study (Visits , Analysis ,……,etc)
- Design Briefs
- Launching Plan
- Time & Date Sheets
- Brands Sheets
- Projects Sheets
- Follow up Sheets
- Task Manager Sheets
- Reports.

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- Its Private, Ask me 😉