دانشکده مدیریت و اقتصاد
عنوان درس:
مبانی بازاریابی و فروش
بخش ششم:
مدیریت محصولات
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The Marketing Process

Create value for customers and build customer relationships

1. Understand the marketplace and customer needs and wants
2. Design a customer-driven marketing strategy
3. Construct an integrated marketing program that delivers superior value
4. Build profitable relationships and create customer delight

Capture value from customers in return

Capture value from customers to create profits and customer equity
Marketing planning begins by formulating an offering to meet the needs and wants of the target customers.
Product Characteristics/Classifications

- Experiences
- Events
- Properties
- Organizations
- Information
- Ideas
- Places
- Persons
Figure 12.2

Five Product Levels

- Potential product
- Augmented product
- Expected product
- Basic product
- Core benefit
Product Levels

- **Core Benefit**
  - (Rest and sleep)

- **Basic Product**
  - (Bed, bathroom, towels)

- **Expected Product**
  - (Clean bed, fresh towels)

- **Augmented Product**
  - (Free Internet; free breakfast)

- **Potential Product**
  - (Future augmentations)

Customer-value Hierarchy
Product Differentiation

- Form
- Customization
- Performance
- Reliability

- Features
- Durability
- Conformance
- Repairability

Style
Packaging and Labeling

Packaging Objectives

1. Brand identification
2. Persuade
3. Protection
4. At-home storage
5. Aid consumption

Labeling Objectives

1. Identify
2. Grade
3. Describe
4. Promote
**Product Mix Decisions**

**Product mix** consists of all the products and items that a particular seller offers for sale

- **Width**: Product mix width is the number of different product lines the company carries

- **Length**: Product mix length is the total number of items the company carries within its product lines.

- **Depth**: Product mix depth is the number of versions offered of each product in the line
Services Marketing

Nature and Characteristics of a Service

- **Intangibility**: Services cannot be seen, tasted, felt, heard, or smelled before purchase.
- **Inseparability**: Services cannot be separated from their providers.
- **Variability**: Quality of services depends on who provides them and when, where, and how.
- **Perishability**: Services cannot be stored for later sale or use.
Categories of Products

- Pure Tangible Good
- Major service, minor good

- Hybrid
- Tangible Good minor service

- Pure Service
Continuum of Evaluation for Products
Services Differentiation

Ordering Ease

Customer Consulting

Delivery & Returns

Installation

Training

Maintenance & Repair
New-Product Development Process

Major Stages in New-Product Development

- Idea generation
- Idea screening
- Concept development and testing
- Marketing strategy development
- Business analysis
- Product development
- Test marketing
- Commercialization
Idea Generation

Idea generation is the systematic search for new-product ideas

Sources of new-product ideas

- Internal
- External
Idea Screening

- Identify good ideas and drop poor ideas
- R-W-W Screening Framework:
  - Is it real?
  - Can we win?
  - Is it worth doing?
Concept Development and Testing

**Product idea** is an idea for a possible product that the company can see itself offering to the market.

**Product concept** is a detailed version of the idea stated in meaningful consumer terms.

**Concept testing** refers to testing new-product concepts with groups of target consumers.
Marketing Strategy Development

• Marketing strategy development refers to the initial marketing strategy for introducing the product to the market

• Marketing strategy statement includes:
  • Description of the target market
  • Value proposition
  • Sales and profit goals
Business analysis involves a review of the sales, costs, and profit projections to find out whether they satisfy the company’s objectives.
Product development

- Involves the creation and testing of one or more physical versions by the R&D or engineering departments
- Requires an increase in investment
- Shows whether the product idea can be turned into a workable product.
Test marketing

is the stage at which the product and marketing program are introduced into more realistic marketing settings.

**Standard test markets**

**Controlled test markets**

**Simulated test markets**
# Test marketing

<table>
<thead>
<tr>
<th>When firms test market</th>
<th>When firms may not test market</th>
</tr>
</thead>
<tbody>
<tr>
<td>• New product with large investment</td>
<td></td>
</tr>
<tr>
<td>• Uncertainty about product or marketing program</td>
<td></td>
</tr>
<tr>
<td>• Simple line extension</td>
<td></td>
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<tr>
<td>• Copy of competitor product</td>
<td></td>
</tr>
<tr>
<td>• Low costs</td>
<td></td>
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<tr>
<td>• Management confidence</td>
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Commercialization

Commercialization is the introduction of the new product

- When to launch
- Where to launch
- Planned market rollout
Managing New-Product Development

Successful new-product development should be:

• Customer centered
• Team-based
• Systematic
با تشکر از توجه شما