

- Single location
 - A region
 - National market
 - International market
 - Market rollout over time
- Managing new product development
- Customer-centred new product development
 - New product development that focuses on finding new ways to solve customer problems and create more customer-satisfying experiences
 - Differentiated products that solve major customer problems, and offer a compelling customer value proposition
 - Companies that directly engage their customers in the new product innovation process had twice the return on assets and triple growth in operating income of firms that did not
 - Customer involvement
 - E.g. Intuit “Design for Delight” (D4D) philosophy
 - Employees see customers at home and see how they use the product
 - Deep customer empathy
 - LEGO
 - Observation of children at home
- Team-based new product development
 - New product development in which various company departments work closely together, overlapping the steps in the product development process to save time and increase effectiveness.
 - Combination of team-based and customer-centred approach provide a big competitive advantage
 - Bring departments together
- Systematic new product development
 - Should be holistic and systematic
 - Innovation management system
 - Collect, review, evaluate and manage new product ideas
 - Web-based idea management where stakeholders, employees, suppliers, distributors and dealers become involved in finding and developing new products
 - Create recognition program
 - Company will be more innovation driven and really good ideas will come to surface because management supports this kind of mind-set
- New product development in turbulent times
 - To reduce costs in product development in turbulent times might be a little short sighted because it can make the company more competitive
 - Need new products if you want to grow and prosper
- Product life-cycle strategies (PLC)
 - Product life cycle – the course of a product’s sales and profits over its lifetime
 - Product development
 - Begins when the company finds and develop new product idea
 - Sales are zero and company’s investment costs mount
 - Introduction

- Free-trade zones or economic communities
 - A group of nations organised to work toward common goals in the regulation of international trade
 - European Union (e.g.) forms in 1957
 - Reducing barriers to the free flow of products, services, finances and labour among member countries and developing policies on trade with non-member nations
 - 28 member countries
 - more than half a billion consumers and accounting for almost 20% of the world's exports
 - Euro crisis
 - NAFTA (North American Free Trade Agreement) among USA, Canada and Mexico
 - (CAFTA-DR)
 - US, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua
 - UNASUR (South American Nations)
- Economic environment
 - First economic factor
 - Country's attractiveness as a market: its industrial structure
 - Subsistence economies
 - Simple agriculture
 - Offer few market opportunities (many African countries fall into this category)
 - Raw material exporting economies
 - Are rich in one or more natural resources but poor in other ways
 - Revenue comes from exporting these resources
 - Market for large equipment, tools and supplies and trucks
 - Emerging economies (industrialising economies)
 - Fast growth in manufacturing results in rapid overall economic growth
 - BRIC
 - Industrialisation typically creates a new rich class and growing middle class, both demanding new types of imported goods
 - More developed markets stagnate and become increasingly competitive, many marketers are now targeting growth opportunities in emerging markets
 - Industrial economies
 - Major exporter of manufactured goods, services and investment funds
 - Large middle class make them rich markets for all sorts of goods
 - Second economic factor
 - Its income distribution
 - E.g. Brazil where the gap between income is huge, Nestle adapted it to Brazilian market
- Political-legal environment

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