

- Scanning and assessing ideas in order to eliminate the less appealing suggestions.

3. Concept testing

- Once an idea has been accepted at the internal screening stage it needs to have some external endorsement.
- It is a printed or filmed representation of a product. It is a device to communicate the subject's benefits, strengths and reasons for being.

4. Business Analysis

- The specific product concept details must be highlighted in order to figure out the right product and the appropriate marketing strategy.

5. Product development

- It requires significant investment in order to allow product demonstrations, trial and performance assessment and usage testing.

6. Test Marketing

- It involves monitoring the target market reactions towards the new product.

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