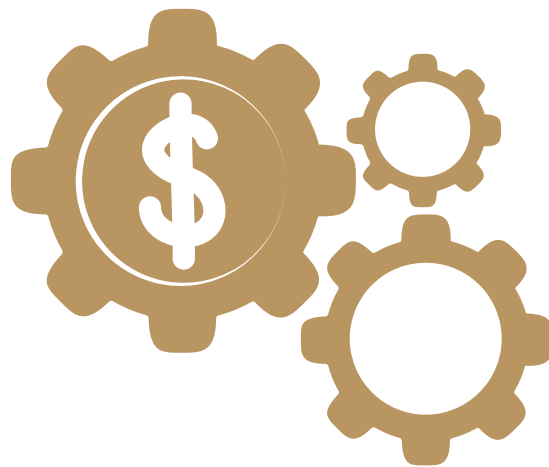




Experience Authentic Transformation

QUICK GUIDE



BUSINESS COMMERCIALIZATION

Summary

1. Product proof Points

2. Promotions Opportunity Analysis

3, Business Strategy

4. Project Governance Prior To Commercialization

Date:

Product/Segment/Campaign Name:

Countries Served:

Generic Background Information:

PRODUCT PROOF POINTS

Product Features:

- Product Quality Drivers
 - Product Quality Enhancers
 - Product Killers
 - Product Aesthetics
-

Product Benefit:

- Affordable
 - Easy to Use.
 - Available
 - Service Enabled
 - Risk Avert
-

Customer Benefit:

- Generic Needs
- Value Offerings
- Customer Delight
- Convenience
- Observable
- Try able.

PROMOTIONS OPPORTUNITY ANALYSIS

Financial Metrics:

This is a backward overview of the existing portfolio.

- Portfolio Size
- Portfolio Value
- Portfolio Maturity
- Portfolio Turnover
- Sales Revenue
- Opportunity Cost
- Operating Costs
- Profit
- Net Marketing Contribution
- Return on Sales.
- Return on Investment.
- Untapped Portfolio Potential
- Portfolio Distressing Factors

Market Performance Metrics:

This is a forward overview, which will shape eventually the brand width and brand breadth.

- Current Market Share
- Market Demand Index
- Market Share Index
- Untapped Market Potential
- Sales Estimation

Competitive Benchmarking:

This is done across industries where the product is served and shapes the market development distressing factors.

- Barriers to Entry
- Barriers to Exit.
- Consumer Buyer Power
- Supplier Selling Power
- Product Substitute
- Competitive Rivalry

- Number of Distributers
- Number of SalesForce
- Relative Advertising and Promotions
- Cost Advantage

Competitive Performance Metrics:

These are the factors that shape the product competitiveness relative to the competition.

- Relative Price (Value to Customer based on customer benefit, service benefit, brand benefit-product equity/brand association, transaction cost)
- Relative Quality (Value to Customer based on product adoption forces)
- Product Equity (Positive perception based on customer adoption forces)
- Product Association (Major traits that describe the product promise)
- Product Adoption (Product value versus the product benefit)

Customer Preference Metrics:

These will shape the responsiveness of customers to products.

- Customer Awareness
- Customer Satisfaction
- Customer Loyalty
- Customer Retention
- Customer Elasticity (related to capacity enablers)
- Customer Consideration
- Customer Usage and Acceptance
- Customer Consideration

In Process Traits:

This explains the customer's journey across the order lifecycle from purchase to after-sale service and until disposal.

- Policies
- Procedures
- TAT
- Regulations

Service Standards:

Here we map the entire customer journey and design the entire customer experience across all touchpoints.

- Entry
- Greeting
- Browsing
- Help
- Purchase
- Checkout
- Use
- Support
- Disposal

Distribution Channel -Placement:

- Intermediaries
- E-Commerce
- Alternative Channels
- Branches
- Personal selling

Others:

This entails business/ product enablers for success such as intermediaries' attitudes, business support functions, and productivity metrics such as turnover per channel of distribution.

Segment Identification:

Key Information about the current segment served based on demographics, psychographics, behavioral traits, and more.

Stakeholders Identification:

A. Internal (examples entail but not limited to)

- Shareholders
- Spokespeople
- Employees
- Channel Members
- Intermediaries

B. External (examples entail but not limited to)

- Charitable Organizations
- Unions
- Financial Community
- Government Bodies
- Special Interest Groups
- Environmentally Friendly Groups
- Schools
- Universities
- Clubs

BUSINESS STRATEGY

Brand Architecture Development:

This entails all alterations to the brand architecture across all segments, product propositions, or services.

Capacity Enablers Developments:

This entails all alterations to the capacity drivers, killers, enhancers, or aesthetics.

- Quality Killers such as Reliability and Conformance (Defects)
- Quality Drivers such as Performance (Operational characteristics)
- Quality Enhancers such as Features and Serviceability.
- Quality Aesthetics such as appearance and Reputation

Portfolio Optimization:

This covers all the mappings amongst capacity enablers for the existing brand architecture. We here also focus on increasing mainly revenue flows.

- Cross-Sell
- UpSell
- Bundle
- Collections
- Database Marketing

Synergy in Business:

This specifies the in-house and third-party members (not necessarily Intermediaries) with which we create a business.

Market Development:

Here we focus on servicing the customer across new stages of his lifecycle, look at new industry Penetration/Application, or developing the business in new countries.

- Customer Lifecycle Service
 - New Industry Penetration/Application
 - New Country Penetration
-

Market Penetration:

Here we focus on the segment development, enhancement of productivities, and development of sound trade and consumer promotions.

Enhance Productivity (examples entail but not limited to)

- Telemarketing
- Sales Pitches
- Presentations
- Sales Incentives
- Sales Support
- Bonus
- Contest
- Prizes
- Promotions

Trade Promotions (examples entail but not limited to)

- Trade Show
- Trade Allowance
- Trade Contest
- Trade Incentive
- Training Program
- Vendor Support Program
- POS Display

- Bill Back
- Cooperative Averting

Consumer promotions (examples entail but not limited to)

- Promotional Giveaways
- Rebates and Refunds
- Freestanding Coupons
- Cross Ruffin Coupons
- Premiums
- Contests and Sweepstakes
- Sales Incentive
- Trial Program
- Sampling
- Test Drive
- Bonus Packs
- Price Offs
- Road Shows

Speed Market Penetration:

- Customer Need Fulfilment
- Customer Safety
- Customer Belonging
- Customer Recognition
- New Cultural Symbol
- In Process Enhancements
- Service Enhancements
- CSR

Enhance Customer Value:

Here we focus on differential attributes of the business which will add value to the customer.

- Product Benefit
- Service Benefit
- Brand Benefit
- Pricing

Placement & Synergy in Distribution:

It is very important to consider the customer journey across all channels and to design an Omni experience across all digital touchpoints and wireframes.

- Intermediaries Management
- Alternative Channel Migration
- E-Commerce
- Personal Selling
- Sales Network Consolidation, Optimization or Expansion

Enhance Profitability-CRM:

- Increase Satisfaction
- Increase Loyalty
- Increase Recommendation
- Increase Life Expectancy
- Increase Retention
- Decrease Acquisition Cost
- Complaint Management

Decrease Cost:

This is the most defensive strategy to follow and necessary for enhancing the cashflow management.

PROJECT GOVERNANCE PRIOR TO COMMERCIALIZATION

- Project Initiation
- Business Requirements Documentation
- Request for Proposals
- Create Evaluation Forms
- Tendering and Issuance of Purchase Requests
- Design P&Ps
- Initiate Developments
- Conduct User Acceptance Testing
- Q&A
- Productions

Special Requirements:

- Design of customer journeys and wireframes

- Design Stationary for product or service fulfilment
- Speciality PR Materials
- More related to trademarks and licensing and warranties
- More

Campaign Duration:

This mainly related to the product or service shelf life.

Identify KPIs:

This will be based on the business objectives for product/ service/ campaign success.

Disclaimer: All fields should be filled when applicable

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