



Concept of Products

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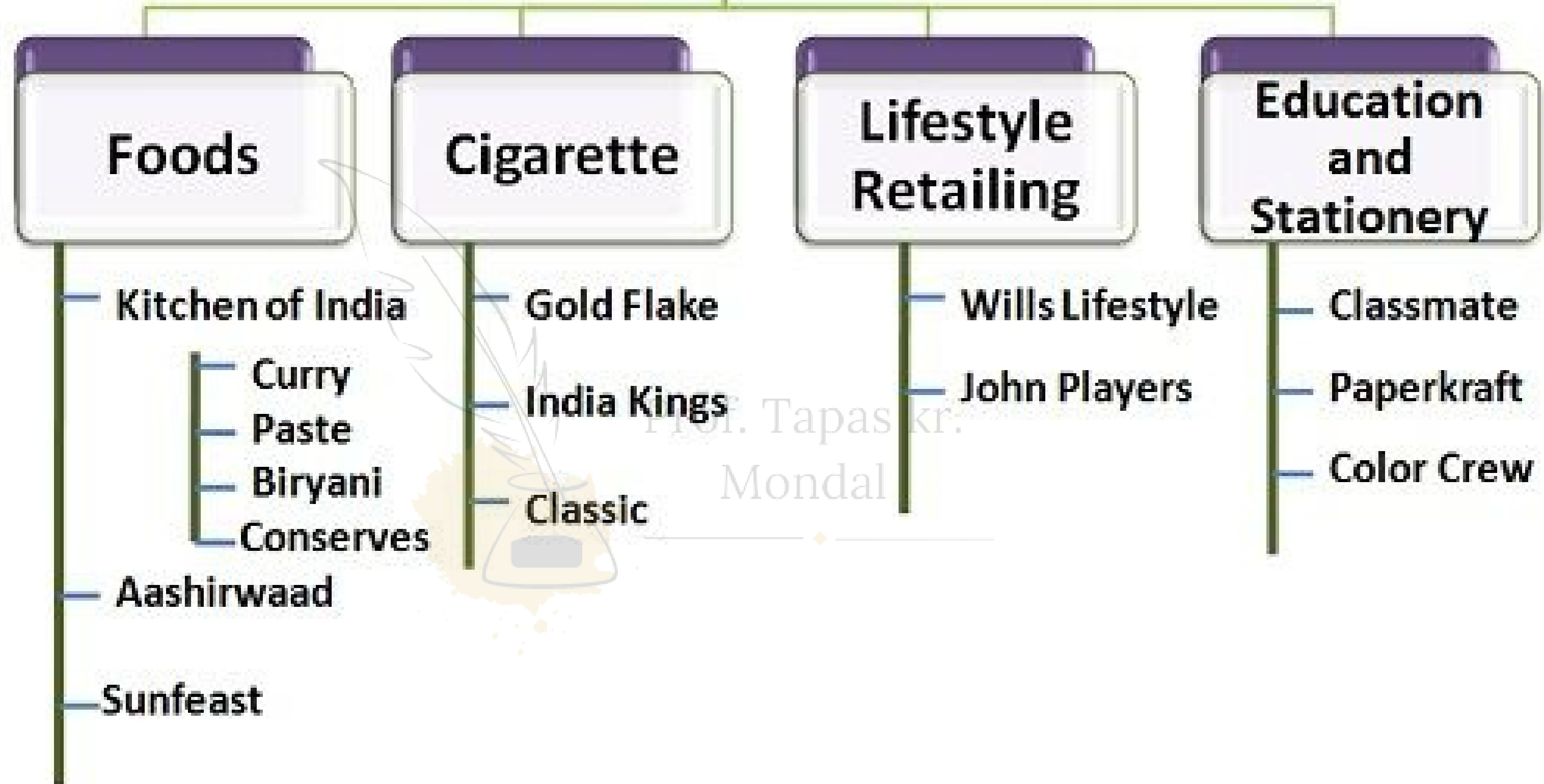


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ITC





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Meher

Product Line



Soft drinks

Minute Maid

Mineral Water

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Coca
cola

Diet
Coke

Coke
zero

Fanta

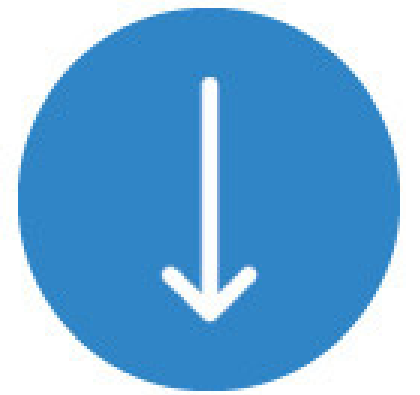
Sprite

Guava

Mango

Mixed
fruit

Kinley



DEVELOPMENT

INTRODUCTION

GROWTH

MATURITY

DECLINE

Ready product

Growing customer base

Brand building

Pricing and distribution

Gaining profit

Growing demand for product

First competitors

Sales peak

Growth stabilizes

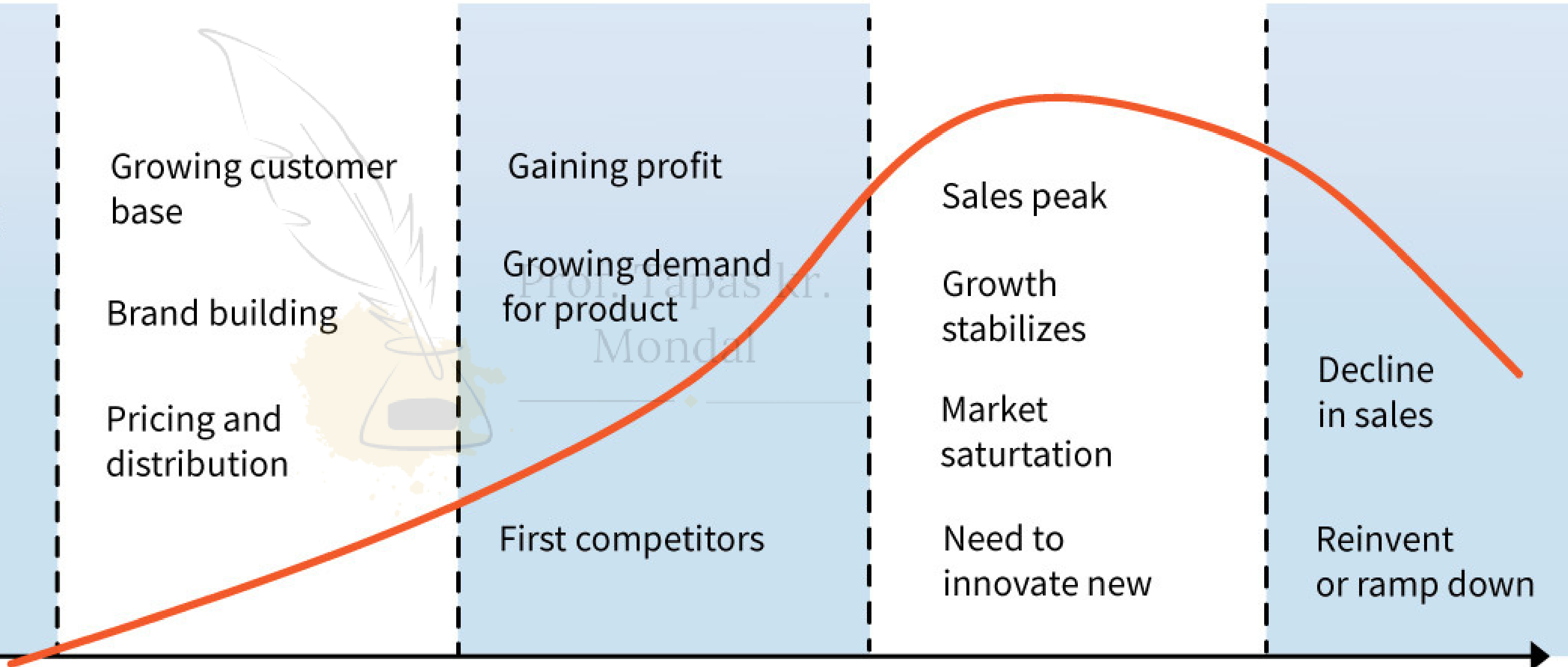
Market saturation

Need to innovate new

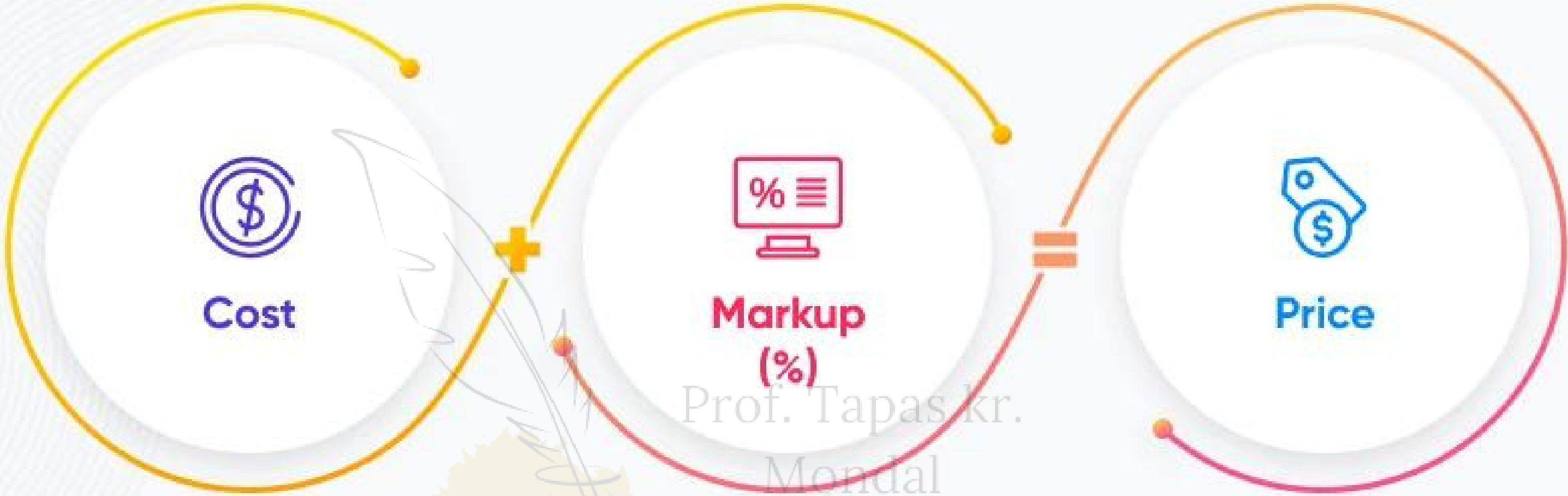
Decline in sales

Reinvent or ramp down

SALES



Cost-Plus Pricing



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4U



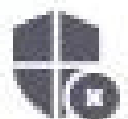
Unworkable



Unavoidable



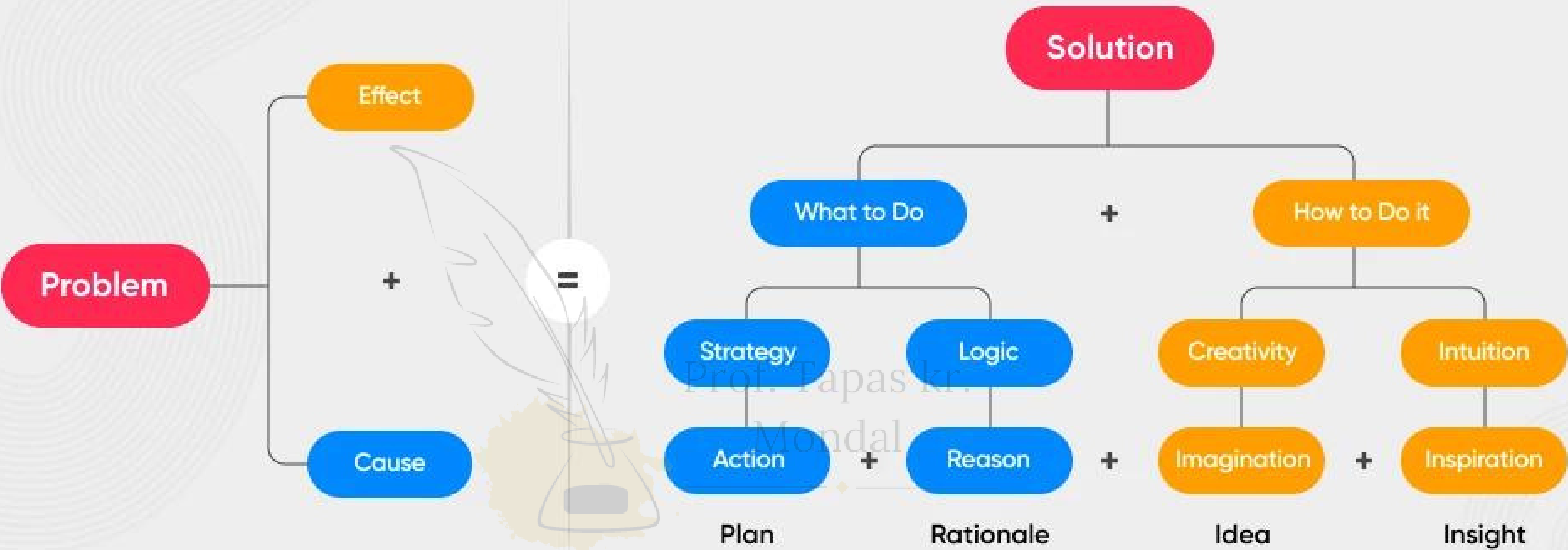
Urgent



Undeserved

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Problem = Solution



PLC Strategies

| Stage | Introduction | Growth | Maturity | Decline |
|-----------------|--|---|---------------------------------------|---|
| Product | Offer basic product | Offer Product Extensions, service, warranty | Diversify brands and models | Phase out weak items |
| Price | Charge cost-plus | Price to penetrate market | Price to match or best competitors | Cut price |
| Distribution | Build selective Distribution | Build intensive distribution | Build more intensive distribution | Go selective: Phase out unprofitable outlets, customers |
| Advertising | Build product awareness among early adopters and dealers | Build awareness and interest in the mass market | Stress brand differences and benefits | Reduce to level needed to retain hard-core loyals |
| Sales Promotion | Use heavy sales promotion to entice trials | Reduce to take advantage of heavy consumer demand | Increase to encourage brand switching | Reduce to minimal level |

Stages of new product development



Thank You



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