

LAUNCHING NEW OR MODIFIED PRODUCTS IS VITAL TO SUSTAINING A COMPANY'S COMPETITIVE ADVANTAGE AND IMPROVING ITS REVENUE PERFORMANCE.

Today's markets are full of competitors. Launching new products or new business ventures into this environment requires more than just a fantastic idea, but specialized product and industry knowledge . . . and a proven process.

Product managers today handle more products than ever before. At the same time, they are being asked to do more with less – in a shorter time, with greater impact, and fewer resources. The pressure to successfully launch new products is intense.



The goal of a product or venture launch is to establish a new product or business as the market leader. But to accomplish this, two things must happen: An untarnished perception and image for the product/venture must be created; and, a comprehensive launch plan must be executed.

Gates and Company begins by understanding the nature of your business – where the new product fits, the target market, and the features and benefits offered by the new product – and helping define the company's goals, resources, timetable, and budget for the launch effort. *Gates and Company* consultants utilize their extensive experience to help develop a launch cycle that is realistic and supports your company's market penetration, market share, budget, and revenue goals.

Gates and Company overcomes hurdles and provides a clear path for an efficient, cost-effective, and profitable launch of new products or business ventures.

We pull it all together by creating strategic outlines that flesh out full tactical details and decision processes needed for marketing, including branding, packaging, pricing, distribution, advertising, selling, and customer support. Experience has shown that a comprehensive, structured product/venture launch process will eliminate many of the common failures, while establishing effective barriers to competitive entry.

THE STRATEGIES AND TACTICS THAT ARE RECOMMENDED ARE REALISTIC AND ACTIONABLE, AND TAKE INTO CONSIDERATION AVAILABLE RESOURCES AND BUDGET LIMITATIONS.

Methodology

Concept Testing, Product Evaluation

— Concept tests and product evaluations help companies determine if product ideas are worth further development and which ideas will provide the greatest return on investment. *Gates and Company* can provide concept testing with an appropriate group of target customers. Secondary research is often performed to estimate market opportunity, growth rate, competitive landscape, and success factors. These data greatly improve the chances for successful implementation of the chosen strategies.

Countdown to Launch — The launch cycle begins after concept testing and product evaluation. Major new products can often require significant pre-launch planning and preparation activities; upgrades and line extensions typically require less time. *Gates and Company* will recommend the best combination of activities to support a new product/venture launch within a specified budget and timeframe.

Pre-Launch Preparation — The preparation phase of the launch cycle includes the activities preceding the new product/venture announcement and is designed to maximize the announcement's effectiveness. *Gates and Company* analyses the current situation and company goals to make recommendations that ensure the new product/venture has the most appropriate promotional support, and channel, distribution, and service structures necessary for success.

Announcement — This phase of the launch cycle – unveiling the new product/venture for public inspection – although usually brief, is distinct, critical, and managerially demanding. A detailed approach will be developed outlining the activities and timing of this phase.

Deployment and Securing Market Position — The announcement phase moves quickly to deployment, where securing a preliminary market position is the primary goal. This is where we “get the ball rolling.” In this phase, a virtual sales standstill is followed by movement that is similar to that of a kite being pulled into the wind. *Gates and Company* will calculate the required sales levels to make the new product/venture profitable and determine the timing to meet company revenue and market share objectives.

Early Growth — Deployment is followed by the growth phase. *Gates and Company* will recommend supplemental promotional campaigns that are designed to gain additional market share and encourage early adoption and repeat purchase. In this phase, user feedback provides good information for quality and feature improvements. *Gates and Company* can survey customers, analyze their responses, and make recommendations for areas of improvement. *Gates and Company* will also analyze cost-of-goods-sold and other expense items to find ways to reduce production and distribution costs, thereby increasing profits or providing a more competitively priced product to customers.

Benefits

Gates and Company offers a unique focus on and direct experience in new product and venture launch. Our industry-experienced MBA consultants have been product managers, started new businesses, and launched new products. Our “in the trenches” experience translates into more effective strategies and campaigns for our clients.

Gates and Company is dedicated to identifying opportunities and delivering specific, defined-scope solutions to provide high-impact, bottom-line results.

**OUR TRACK RECORD IS IMPRESSIVE.
WE HAVE HELPED SEVERAL LEADING
COMPANIES REALIZE THEIR GOALS.**

