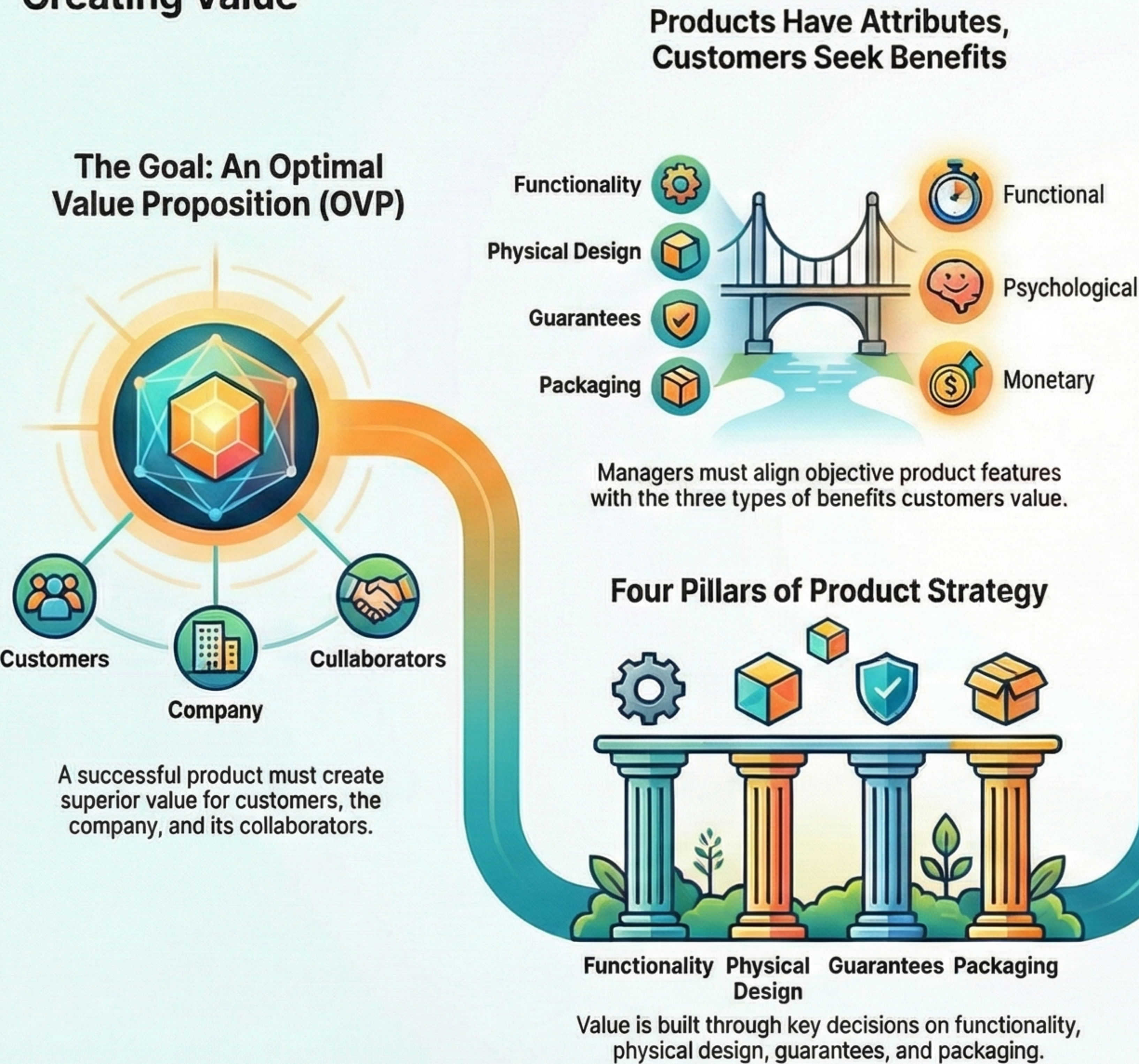


A Product's Journey: From Value Creation to Market Lifecycle

The Core of Product Management: Creating Value



Navigating the 4 Stages of the Product Lifecycle Managing Value Over Time

Products typically progress through Introduction, Growth, Maturity, and Decline, each with unique market dynamics.

Two Strategies to Extend the Product Lifecycle



Companies can use **Market Expansion** (new uses/users)



or **Product Innovation** (creating new product generations).

The End of the Line: Product Obsolescence



Involuntary Obsolescence
Obsolescence can be involuntary (new technology emerges)



Planned Obsolescence
or planned by the company (designed lifespan).

Introduction

Navigating the 4 Stages of the Product Lifecycle.
Products typically progress through introduction, Growth, Maturity, and Decline, each with unique market dynamics.

Growth

Maturity

Decline

The Service Excellence Blueprint: From Concept to Customer Loyalty

Services are distinct: intangible, simultaneous, and variable. Mastering them requires empowering employees to create a virtuous cycle for loyalty and profit.

The Anatomy of a Service



No Transfer of Ownership

Customers gain the right to use a service, not own the underlying asset.



Produced & Consumed Simultaneously

Unlike products, services cannot be inventoried, making managing demand critical.



Highly Variable Performance

The human element makes standardizing service quality a constant challenge.

Diagnose Failures with the Gap Model

Market Insight Gap

Misunderstanding what customers truly expect from the service.



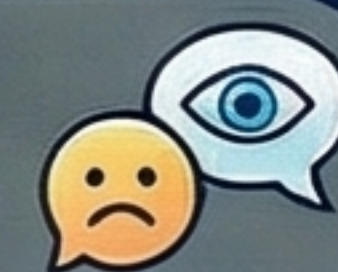
Service Delivery Gap

Employees fail to meet service standards due to lack of ability or willingness.



Service Expectation Gap

The final mismatch between what customers expect and what they perceive they received.

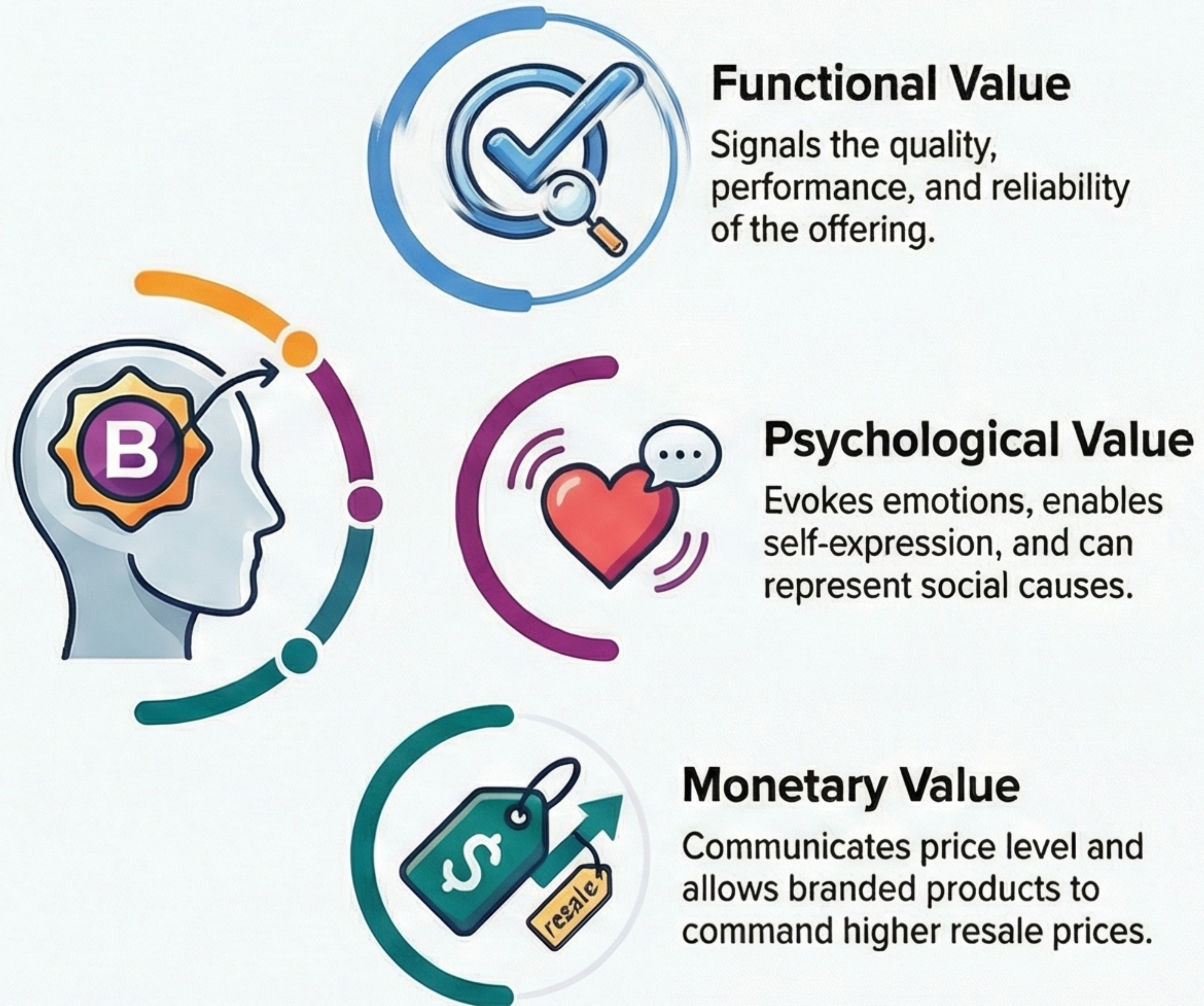


The Blueprint for Service Excellence

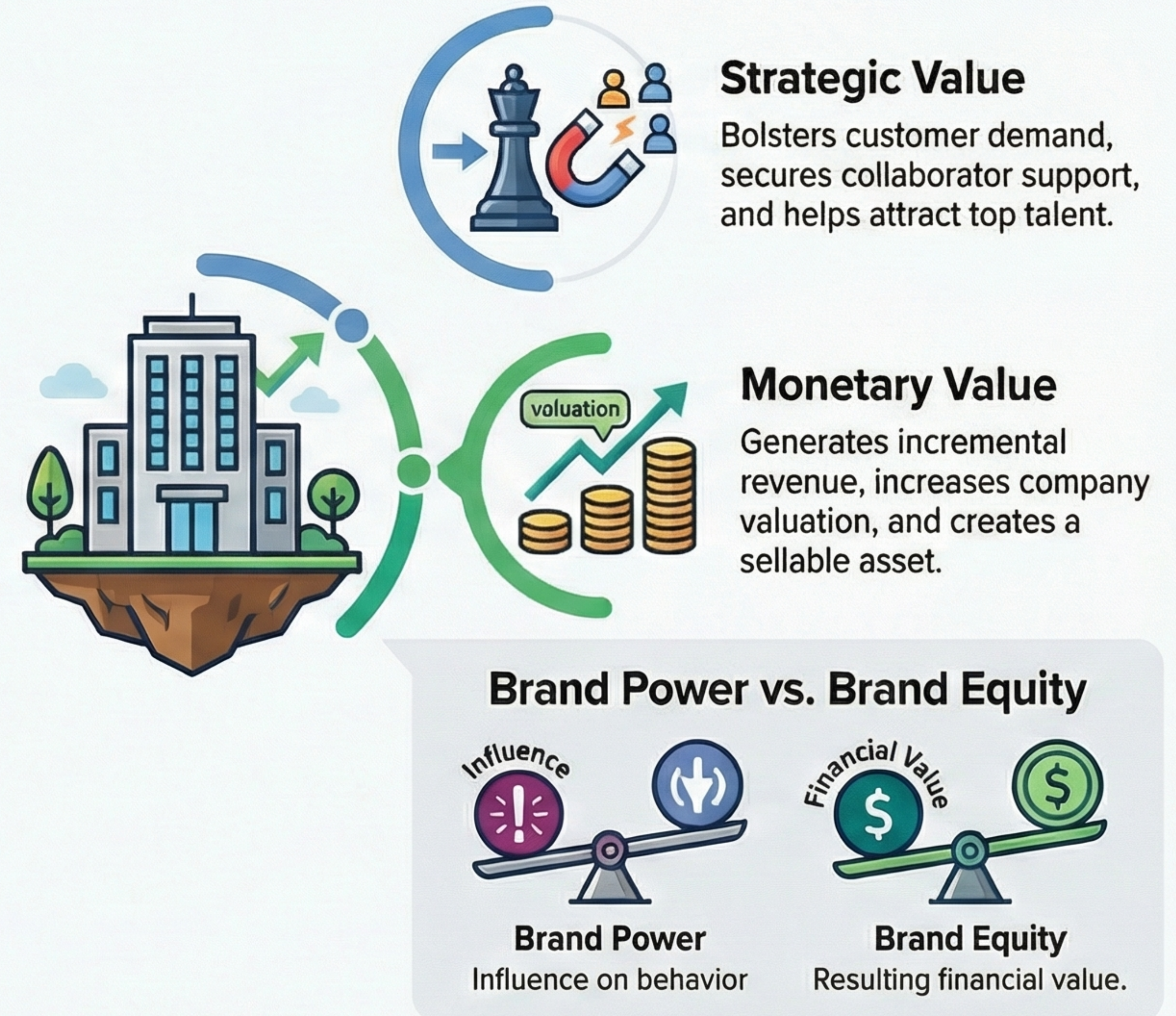


The Brand Value Blueprint

Step 1: Create Customer Value



Step 2: Capture Company Value



A Guide to Brand Portfolio Strategy

As companies grow, they must decide how to brand their various offerings. This infographic breaks down the three primary strategies for managing a brand portfolio, from using a single master brand to managing a collection of independent ones.

THE UMBRELLA STRATEGY (BRANDED HOUSE)



One Brand, Many Products

A single master brand is used across a variety of offerings.

SEEN IN ACTION



Apple uses its brand for the Watch, TV, and Music.



BMW uses numbers.

+ KEY PRO: INSTANT RECOGNITION
Leverages existing brand equity, saving costs associated with building a new brand.

- KEY CON: SPILLOVER RISK
Poor performance by one product can damage the reputation of the entire brand.

THE HOUSE-OF-BRANDS STRATEGY



Many Brands, One Company

Each offering is identified by its own distinct, separate brand.

SEEN IN ACTION



Procter & Gamble

P&G owns Tide, Pampers, and Gillette.

+ KEY PRO: CONTAINED RISK
Allows for unique identities and protects other brands from negative information.

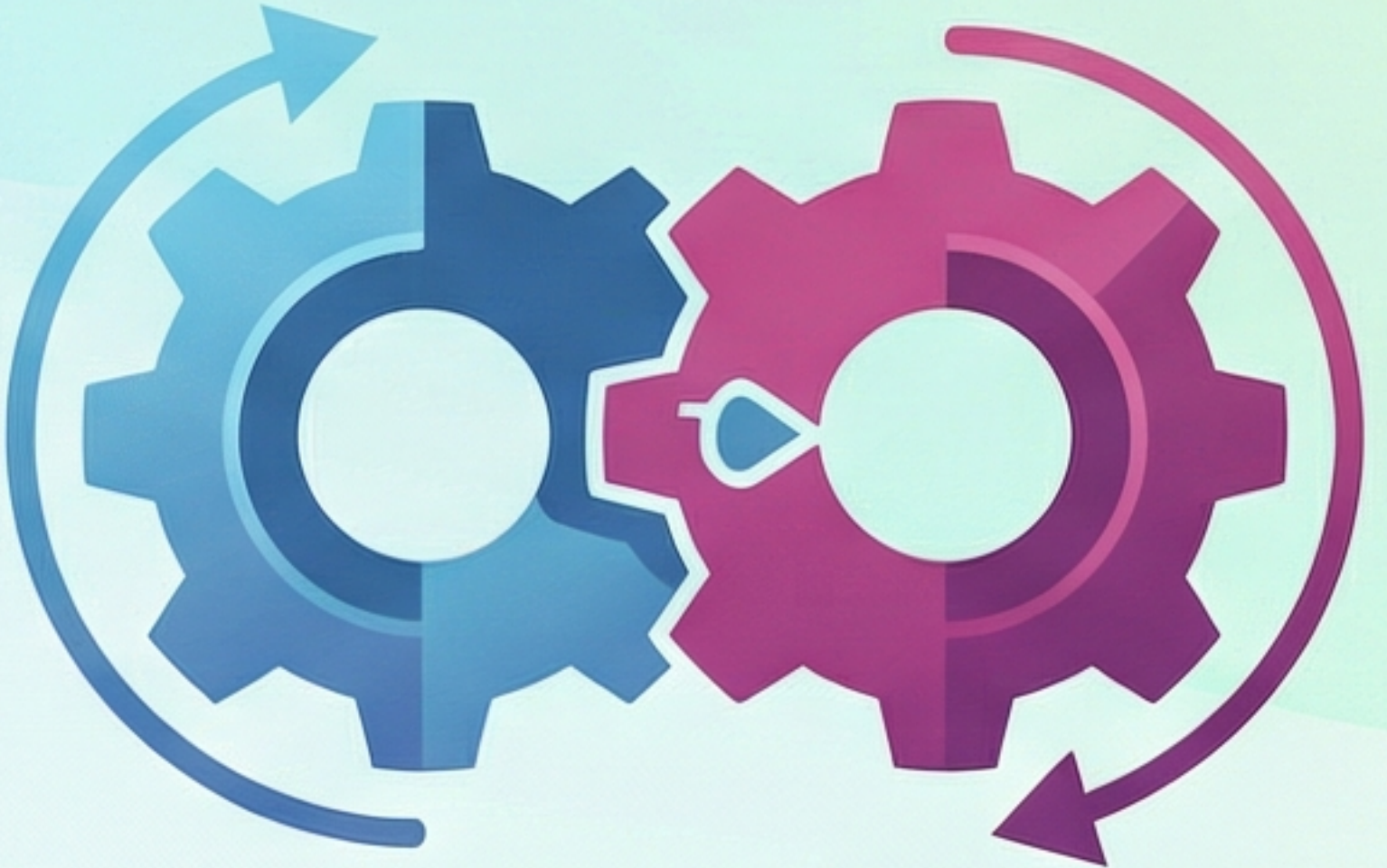


Unilever

Unilever owns Dove, Axe, and Ben & Jerry's.

- KEY CON: RESOURCE INTENSIVE
Requires significant financial and managerial resources to build and manage each brand.

THE COBRANDING STRATEGY (HYBRID APPROACH)



Brands Working Together

Involves collaborations between brands to leverage their mutual strengths.

SEEN IN ACTION

Internal Cobranding
(Sub-branding)



A master brand is paired with a secondary brand, like 'Ford F-150'.

External Cobranding



Unrelated brands partner on an offering, like the 'Apple Watch Nike+'.

The Art & Science of Strategic Pricing

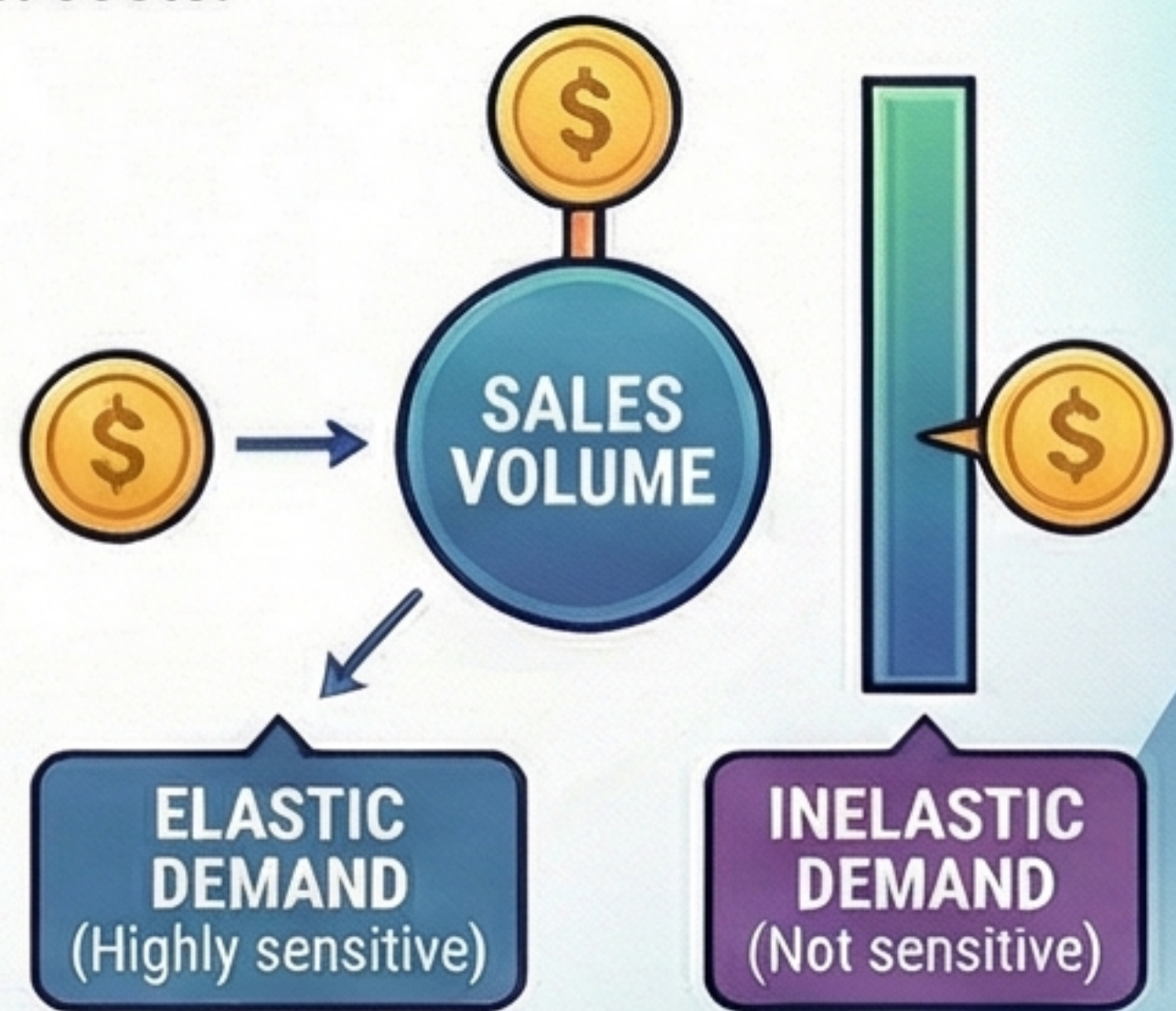
THE SCIENCE OF PRICING: KEY STRATEGIC FACTORS



PRICE
Price is the only marketing element that directly generates revenue; all others represent costs.



5-C FRAMEWORK
Balances Customer willingness to pay, Company goals, Competitors, Collaborators, and market Context.



PRICE ELASTICITY
Determines how price changes affect sales volume.

THE ART OF PRICING: KEY PSYCHOLOGICAL FACTORS



REFERENCE POINTS
Customers judge prices against internal and external reference points.



PRESTIGE PRICING
Higher price often signals higher quality to buyers; used by luxury brands to imply exclusivity.



FRAMING & SHRINKFLATION
Framing a price can be more impactful; customers are more sensitive to a price increase than to a quantity reduction.

Strategic Pricing: A Guide to Setting and Managing Prices

Setting the right price is crucial for a company's financial success. A company's pricing strategy is determined by its internal cost structure, its primary business goals (like maximizing volume or profit), and the competitive landscape it operates within.

CHOOSING YOUR CORE PRICING STRATEGY

Penetration Pricing: Go for Volume & Market Share

Sets low initial prices to attract a large customer base, sacrificing per-unit profit.



Penetration in Action: IKEA, Dollar Shave Club



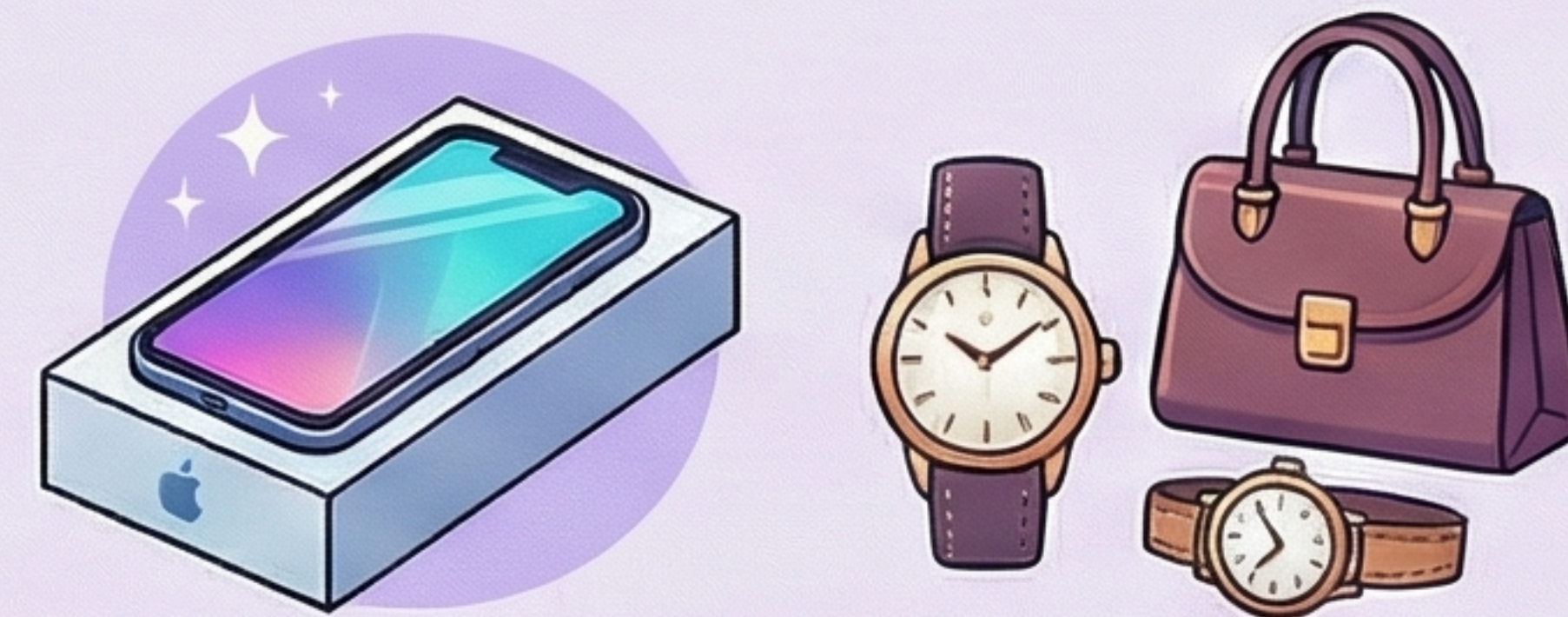
These brands use low prices to drive high sales volume and capture the market.

Skim Pricing: Go for High Margins & Exclusivity

Sets high initial prices to "skim" customers willing to pay a premium.

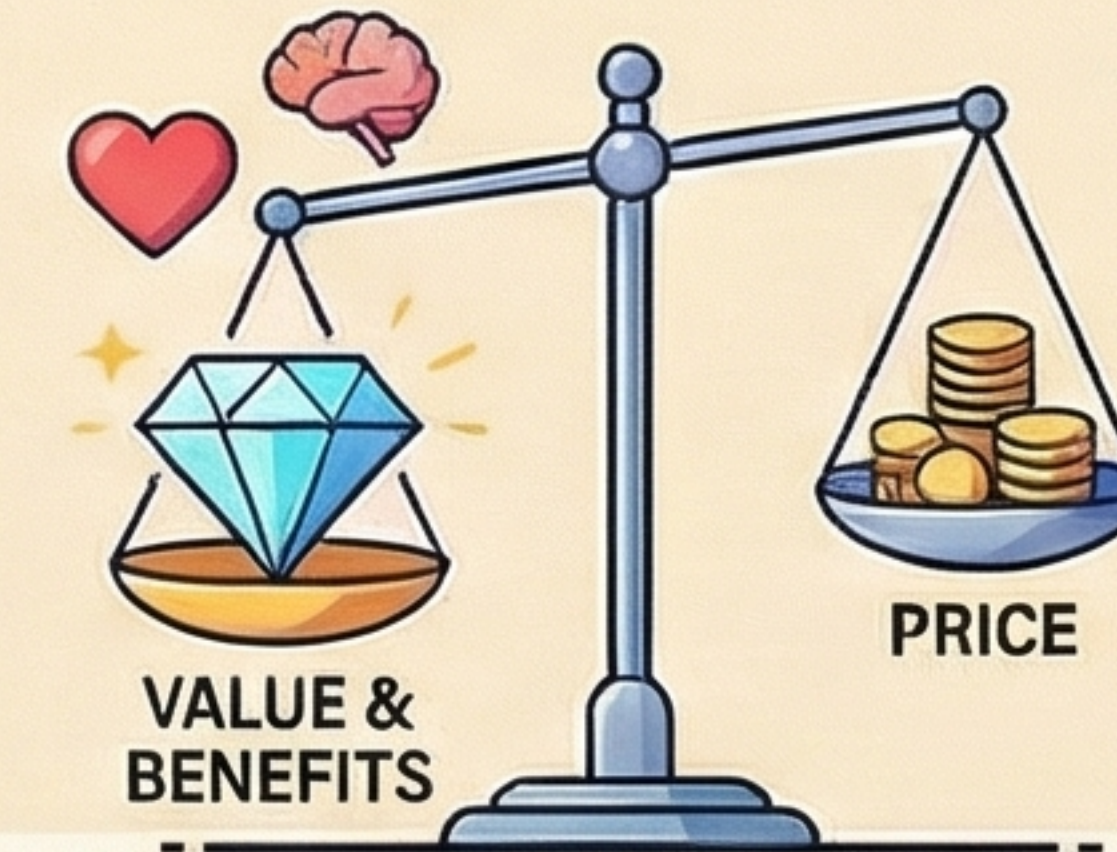


Skimming in Action: New tech launches, luxury goods



These products target early adopters and high-end consumers with premium pricing.

RESPONDING TO THE COMPETITIVE LANDSCAPE



Understand Your Value, Not Just Your Price

Analyze your offering's perceived benefits versus its price compared to your competitors.

Price Wars Are a Losing Game

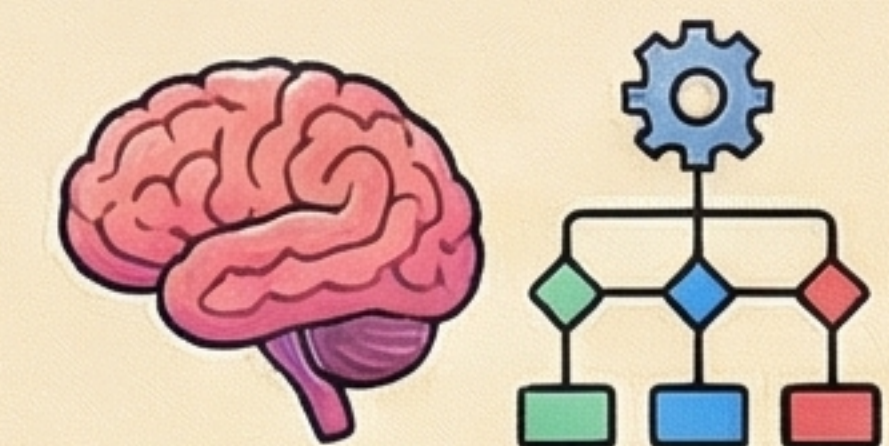
They erode profits, devalue your brand, and create low customer price expectations.



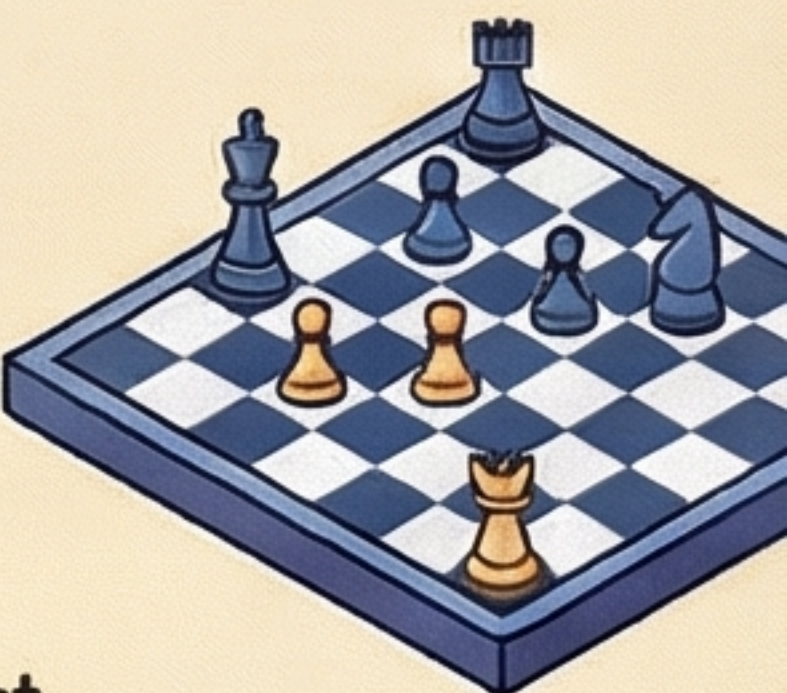
How to Respond to a Competitor's Price Cut



Verify the threat
Evaluate the impact



then choose a response
—which may be to not act.



The Incentive Playbook: A Guide to Driving Market Action

Incentives are temporary inducements designed to enhance an offering's value by increasing benefits or reducing costs, creating value and encouraging action.

The Three Targets of Incentives

Incentives are designed to motivate three key groups.

Tailor your strategy to customers, collaborators, or your own company employees.



Choosing Your Strategy: Push vs. Pull

PUSH Strategy: Incentivize Your Channel

Motivate intermediaries to actively promote your product to end-users.



PRO: Effective at point-of-sale; leverages retailers' influence.

CON: Can weaken brand control; retailers may not pass on discounts.

PULL Strategy: Incentivize Your Customers

Target end-users directly to create demand that "pulls" product through the channel.

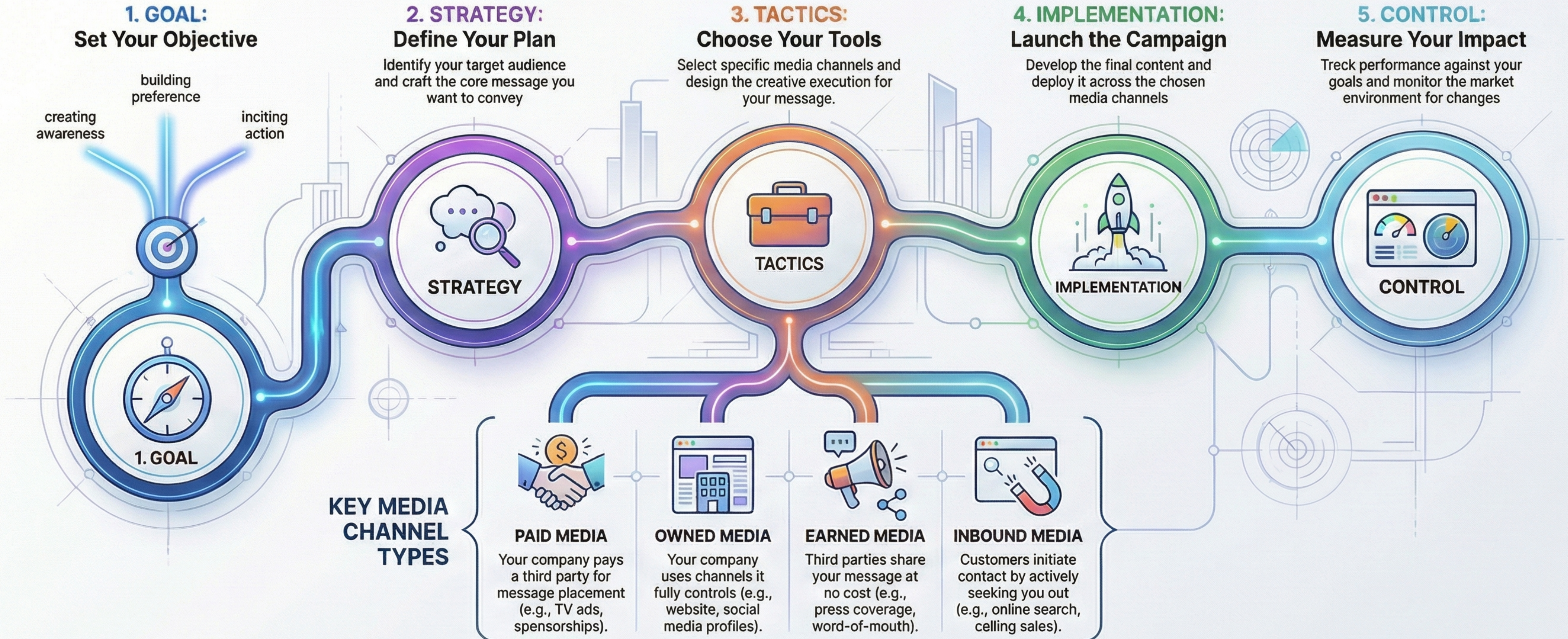


PRO: Builds direct customer loyalty and strengthens your brand.

CON: High cost to reach customers; requires significant marketing expertise.

The Blueprint for a Winning Communication Campaign

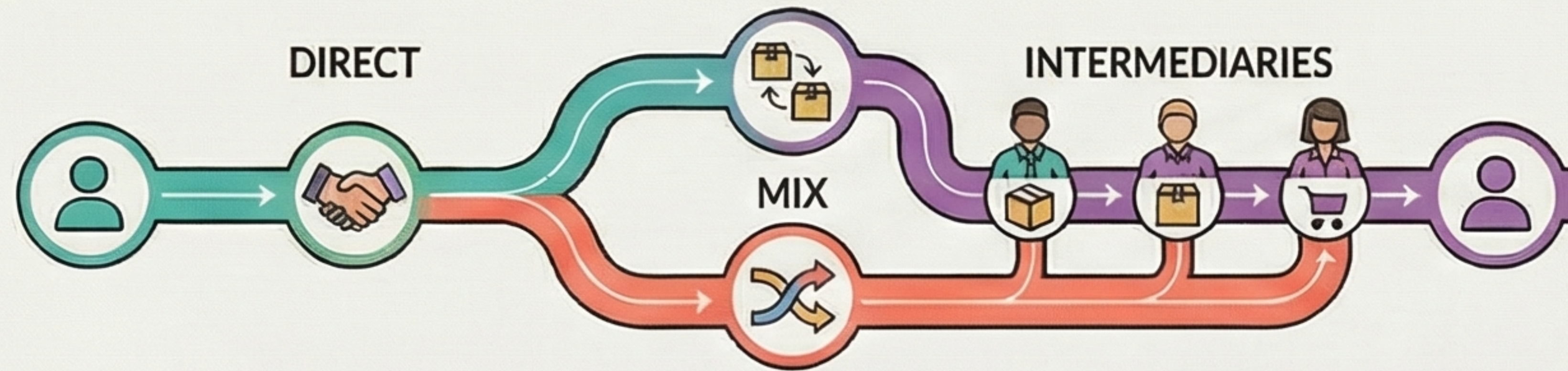
Effective marketing communication is a systematic process designed to customers, collaborators, and stakeholders market value by informing, aborist an offer:it. This process can be managed using G-STIC guides iniiil goal setting through to performance evaluation.



Mastering Your Distribution Channels

DESIGNING YOUR CHANNEL: STRUCTURE & REACH

1. Choose Your Channel Structure



2. Weigh the Trade-Offs of Intermediaries



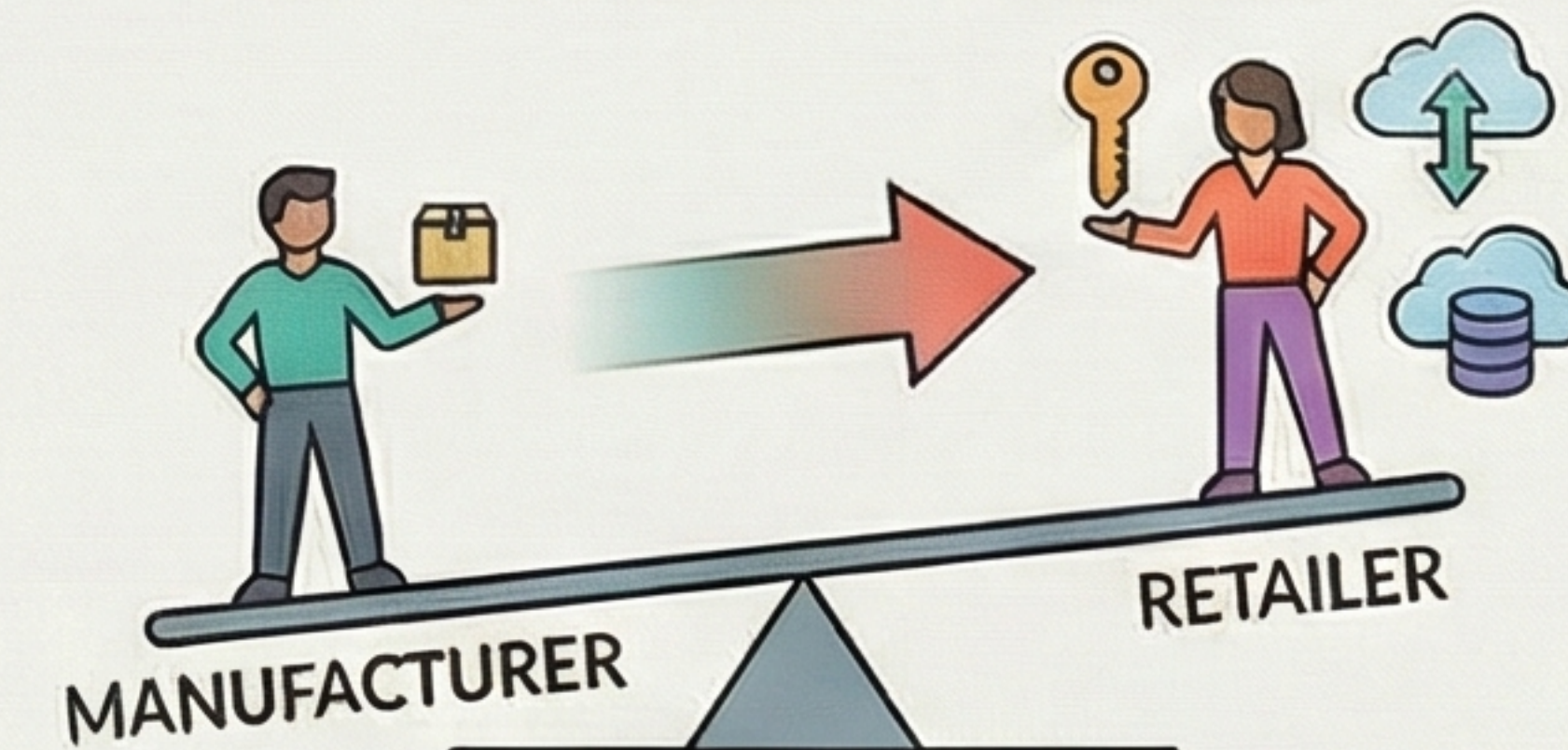
3. Select Your Distribution Coverage



MANAGING YOUR CHANNEL: POWER & CONFLICT

Understand Channel Power Dynamics

Power is shifting from manufacturers to retailers who control customer access and data.



Navigate Inevitable Channel Conflicts

