

QUESTIONS

1. What are the bases for trade-offs between conflicting wants and needs of different customers with respect to the same product? How important is it to emphasize product quality when a new and unique product is launched?
2. Is it better to market a new product quickly and then upgrade the design later or to incorporate all design modifications or improvements before launching the product?
3. How can product development costs be minimized by entering the market late?
4. Customers' wants and needs are regionally different for products intended for global markets. How can a centralized, concurrent engineering team develop a product that will serve as the common "platform" for global markets?
5. ABC Company wishes to enter a new market arena on the basis of its strength in core technologies and financial staying power. However, the market arena in question is currently dominated by a major competitor with 80% of the market share, and a number of smaller competitors are each focused on small niche segments. How should ABC Company enter this market?
6. A company makes a range of products and sells to several large, loyal customers to achieve a healthy market share. A new competitor has emerged to offer equivalent products at much lower prices. What should the company do?
7. The company wants to develop a new product for a high-end consumer market. It is known that customers in this market are difficult to identify and are geographically dispersed. How should the company plan for product distribution and promotion?
8. The company wishes to sell its current product in a new market segment. At the same time, it wants to launch a new product in the existing market segment. How should the company handle the product promotion?

Appendices**Appendix 8.A: Product Concept Testing Program (Air Cleaners)**

In 1976, Dr. C. M. Chang, developed a nonelectric particle-filtration method while working at Praxair, a Fortune 200 industrial company. This technology was effective in eliminating airborne submicron particles in airstreams without producing the ozone gas that is harmful to people's health. Product concepts were subsequently refined for air-cleaning products for residential markets. The impetus for pursuing these product concepts is the notion that harmful respirable dust particles are expected to increase in concentration over time in the ambient air due to combustion-related emissions from cars, trucks, power plants, and factories. Respirable dust particles trapped in human lungs are known to lead to asthma, cancer, and other diseases and discomfort. Elimination of such particulate pollution in residential environments without the presence of ozone as a harmful gaseous agent should be attractive to consumers.