



New Product / Service Launch

What's new? In good times or bad a company must constantly search for ways to gain market share. Jacquard's New Product/Service Launch Profit Project® implements simple processes to identify new products or services, along with smart and efficient ways to introduce them to your market.

Rather than altering prices, repackaging old products and services or creating new ones is your best option. Listen to your customers; use their ideas or issues as springboards for new product or service development. In this way you not only increase market share, revenue and profits, but the customer relationship is strengthened as well. The processes are not highly complex, expensive or time-consuming; they are quick and impactful, resulting in the successful launch of your new product or service and an increase in your market share.

Experiences

- *Launching revolutionary new products can be a turning point for company, boosting sales and increasing customer delight*

Principles

- New products/services generate excitement
- New products/services are required to remain competitive
- Remarkable communication programs are key (both internal and external)
- It is easier to introduce new products/services to existing customers

Goals

- Transform innovative ideas into marketing products
- Launch product in very short timeframe, maintaining first mover advantage
- Create a buzz in the marketplace and in the company
- Achieve premium pricing, producing increased profits

Subprojects

- Pricing
- New Product Testing & Specifications
- Capacity/Availability Planning
- Target Customer Identification
- Value Proposition/Product Benefits
- Product Positioning
- Internal and External Communications Plans

Measurements

- Revenue
- Margin
- Customer approvals and satisfaction
- Share in other products

Deliverables

- Company-wide understanding of customer focus
- Increased internal cooperation

"Our CEO is a remarkable inventor, but we lacked the skills to turn his great ideas into products in a short time. Jacquard helped us do just that."

—Chief Operating Officer,
Lamination Manufacturing
Company

Jacquard's Profit Projects™

- Straightforward, proven and universally applicable
- Focused and customized to a company's unique needs
- Easily understood by all employees
- Take only 16 weeks to complete

What they do for you ...

- Improve customer delight
- Build greater market share
- Increase profitability and cash
- Strengthen leadership
- Align people with company goals