



## **Case Study: Building the Business Case for a New Product Launch**

### **OUR TOOL**

Breakthrough Toolkit™

### **OUR APPROACH**

Analysis

### **WHAT WE DID**

Growth Strategy

### **THE OPPORTUNITY**

Determine the value the market had for a new, more comfortable protective garment and the requirements necessary to establish market demand and successful penetration for the new product. Also, to define what the business must do to rapidly enter this market.

### **THE RESULT**

- Based on a market derived business plan, the company obtained the go ahead to proceed to launch in their stage gate review
- The company has incorporated the Breakthrough Toolkit™ into their Best Practice for new business development

### **THE BREAKTHROUGH SOLUTION**

Survey the market to obtain a broad set of learnings on both the value for the business concept and how to go to market. Not only were the marketing 4 Ps generated from the voice of the customer, but their interrelationship was quantified:

- Relative stated importance of key product and company performance criteria
- Current competitive performance of existing players relative to these criteria
- Derived importance of these characteristics based on market's response to key drivers
- Price the market is willing to pay for the new product concept
- Value for each performance improvement included in the concept
- Demand and price for new product within an established competitive set
- How the market segments itself on performance features and importance characteristics
- How to position this new product against established portfolio products
- Overall market demand and route to market requirements

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