The following information provides you with the basics of a production process as well as vocabulary and phrases concerning product development and marketing. The tips introduced below can also help you with your final project.

## Product development and marketing

**When developing a new product, a company needs to consider a wide range of factors:**

* The origin of any new product ideas: customers, sales staff.
* The fit with the existing product line.
* Manufacturing questions like: How easy will it be to make this new product with our existing equipment?
* Pricing, distribution and promotion of the new product.

**Designing and developing a new product involves a number of different stages:**

* Research: market research to find out customers’ needs, technical and scientific research and development of a more fundamental nature, prioritizing research into different projects, lead time between starting a project and the product coming to market.
* Design: deciding the specifications to include in the design brief (features, size, weight, materials, etc.), screening out poor designs and choosing the final design, limitations in the production technology available, designing for manufacture, designing for ease of disposal at the end of the product’s life.
* Prototype: deciding how many working models to build, coordination between marketing and production when evaluating the prototype, which to prioritize: speed to market or more time for a better product?
* Consumer tests: choosing the target group for the test, deciding what to measure and how to measure it, modifying the prototype on the basis of the test results.
* Full production: set-up of machines and machine tools, supply of materials and parts, run time (time taken for a batch of products to go through the process), estimating consumer demand.

**When the finished product is finally on the market, sales staff will need to know:**

* Its functions – what it does.
* Its features – selling points.
* Its customer benefits, - how the features and functions make the customer’s life easier).
* Improvements that have been made – in what ways it is better than previous models.
* Possibilities for customization.
* How it compares with competitors’ products.

Packaging is a key issue in the product mix. It attracts the buyer’s attention, advertises the benefits of the product inside, lists the contents of the product inside, protects the product during handling and contributes to convenience and ease-of use.

### Collocations

* Energy-saving/labour-saving devices
* Fire-retardant/water-resistant materials
* Waterproof/shockproof personal stereos
* Child-resistant/tamper-resistant packaging
* Future-proof/fool-proof technology
* Eye-catching/attention-grabbing design

**Verb** **Noun: thing Noun: person**

design design designer

develop development developer

innovate innovation innovator

invent invention inventor

produce product producer

supply supply supplier

technology technologist

**enter/penetrate**

**abandon/get out of/leave**

**dominate**

**corner/monopolize**

**a market**

* **market growth/segment/segmentation/share/leader**

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### Marketing

**Marketing** is the process of planning, designing, pricing, promoting and distributing ideas, goods and services, in order to satisfy customers’ needs to make a profit.

**The four Ps:**

* product – deciding what to sell
* price – deciding what prices to charge
* place – deciding how it will be distributed and where people will buy it
* promotion – deciding how the product will be supported with advertising

+ packaging – all the materials used to protect and present a product before it is sold

**Product: catalogue/mix/portfolio – line/range – lifecycle – positioning – placement.**

**Price: boom – controls – cut – hike – war – leader – tag.**

**Distribution:** Producers – distributors: wholesalers – retailers – customers.

**Promotion:**

* classified advertisements
* display advertisements
* billboards
* TV commercials
* neon signs
* special displays
* special offers/discounts
* free samples
* free gifts