

# Product Strategy and New Product Development

Electronic Commerce Marketing



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- 01. Product
- 02. Product Development
- 03. Product Price and Demand Estimation

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# 01. Product

- Product
  - A collection of benefits and utilities that a consumer wants to get from products or services

# 01. Product

- Concepts of Product
  - Original product
  - Expected product
  - Extended product
  - Potential product

# 01. Product

- Types of Product
  - Consumer/Industrial
  - New/Existing
  - Service/Goods
    - Non-durable/Durable

# 02. Product Development

- Goals of Product Development
- Critical Success Factor of Product Development

## 02. Product Development

- Procedure of Product Development
  - 1. Strategic analysis and plan
  - 2. Market research and opportunity understanding
  - 3. Idea creation
  - 4. Product concept development and evaluation
  - 5. Product development and test
  - 6. Commercialization and post-audit

## 03. Product Price and Demand Estimation

- Product Price
  - Penetration
  - Skimming price

## 03. Product Price and Demand Estimation

- Product Demand
  - Potential demand
  - Feasible demand
  - Real demand

## 03. Product Price and Demand Estimation

- Product Demand Estimation
  - By purchase intentional investigation
  - By test marketing
  - By interview
  - By delphi