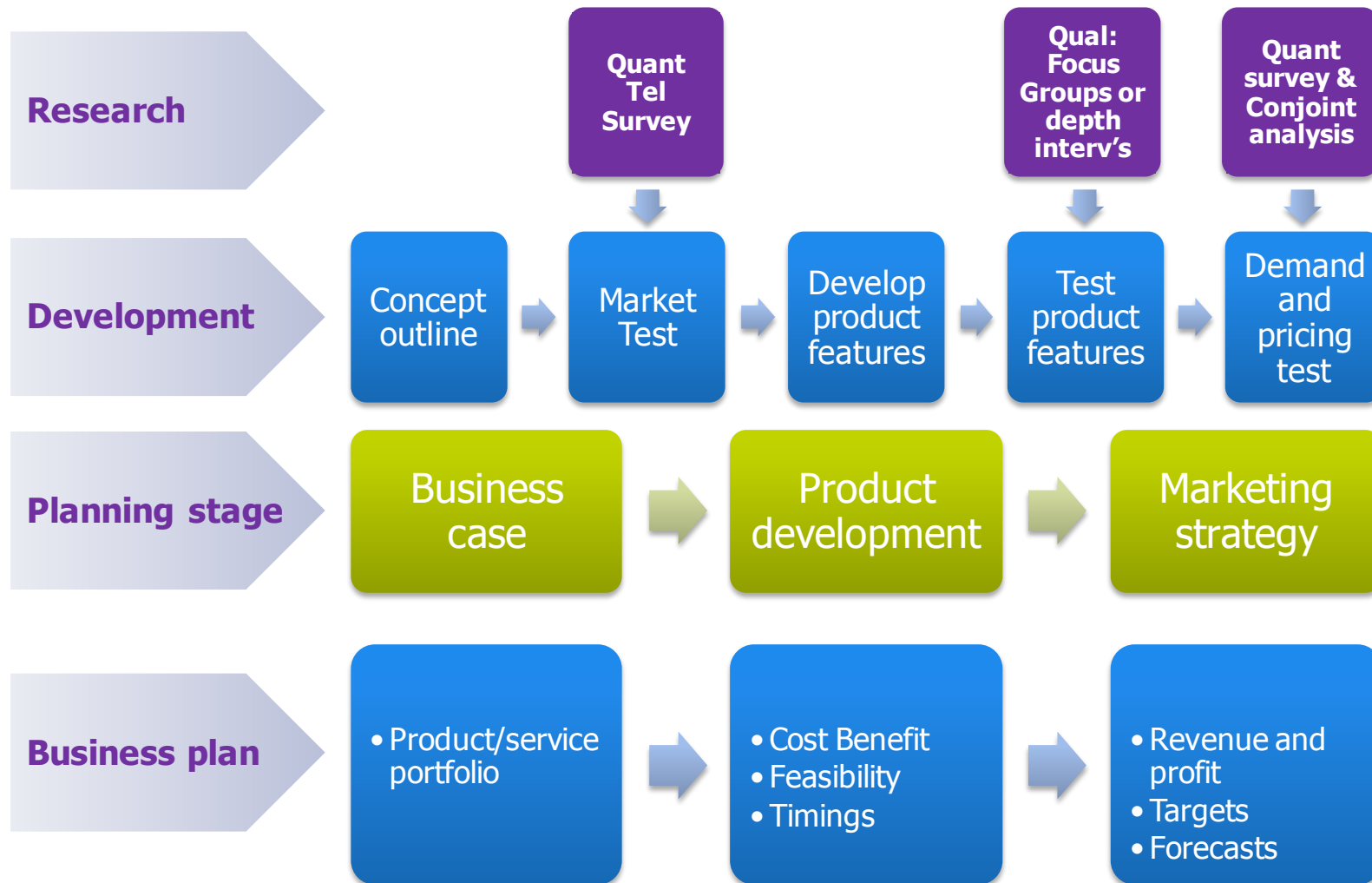


# Gracechurch Consulting

Product Planning Strategy



# Gracechurch product planning strategy





## Approach – business case

- The product concept is developed in a workshop/creative environment
  - Key features are suggested
  - Proposed benefits are conceived
  - Possible barriers are proposed
  - Suggested market segmentation is developed
- The market interest is then tested
  - Overall levels of interest in the product idea is evaluated by market segment
  - Barriers and competitor issues are assessed
- Business case
  - The outputs from this initial work enable a business case to be made and a stop/go decision to be reached before further investment is committed





# Approach - Product development

- Product features are developed
  - Research feedback is used in a workshop/creative environment to develop possible features
  - Features are tested internally against the feasibility of delivery and possible cost and timing implications
- Viable features are tested
  - Features at this stage are often characterised by the language of the “producer”.
  - Focus groups or qual depth interviews enable the features to be sharpened and prioritised in the language of the client
  - Some features may be dropped or deferred at this stage



# Approach – Marketing strategy

- The final stage of testing involves evaluation of demand by market segment
- One of more pricing strategies can be tested at this stage
  - To test price, we test what people would keep or drop from a bundle of features for a given price.
  - Modelling techniques can then suggest which product features most create value in the eyes of the prospective client
- Routes to market can also be tested
  - Typically we might explore distribution channels and promotional approaches at this stage
- Outputs of the research enable a fully costed marketing strategy to be presented.



# Resources

- In most projects, Gracechurch facilitate the process and the creative sessions
- We will conduct the research and present the analysis to the decision making or creative groups
- We often input to the business case and financial modelling which enables our client to take the proposed product or development forward.
- In all this, we seek to augment and supplement our clients own expertise and in-house resources – we will partner with you as you need at each stage in the process.





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