

Title: Product Technology

Scenario: Growth

Format: Board Room

Green Spokes is a bicycle manufacturing business that has been running for a few years. The company has invested heavily and is developing a strong presence within the Road Bikes segment. Sales figures are good. To remain competitive Green Spokes will need to continually analyze and evaluate the level of technology designed into their products.



As technology is developed, customer expectations change and whilst not everybody will want the latest technology straight away ultimately your company will need to follow the trend. How quickly and to what extent you do this will depend on the make-up of your target segment and how quickly their preferences change as technology advances.

Alternatively, you may wish to lead the market, advancing technology to put pressure on your competitors and clearly defining your company as a leader in this area. Part of your analysis and evaluation will include a review of:

- The feedback customers are giving the company regarding its current product(s)
- The attributes that are important to the target market - attributes include -speed, off-road, comfort, weight and practicality
- What competitors are offering to the same target market
- Whether refinements to existing products technology are required



TASK:

- The board is meeting this month to discuss the company's technological competitive positioning in the market place both now and for the next three years.
- Use a positioning map to identify a unique place in the market for Green Spokes (example on page 2). The axes can be amended to reflect different aspects of the new strategy.
- The board will also identify, implement and evaluate the three-year strategy defining whether it will be a technological leader or follow in the market place.
- The board will conduct itself using traditional board room etiquette

Resources:

<https://www.pinterest.com/pin/232920611954848214/>

<http://www.marketingteacher.com/positioning/>

