

Title: Product Technology

Scenario: Growth

Format: Dynamic Case Study

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:

Scrutinize the appropriate market research report(s) in the simulation and consider:

- Predicting what might happen if no action is taken on the feedback from the focus group research report
- Which attributes (if any) need to be enhanced and by how much so that customer feedback is improved?
- Consider the effect of any changes on your competitive positioning.
- Run 4 quarters of the simulation ignoring customer feedback, Rewind the game.
- Respond to customer feedback by making any changes to the product, then run 4 quarters, what happened?