

Title: Product Design

Scenario: Growth

Format: Interactive activity

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. Green Spokes currently offers one product.

For further in-depth information please read the scenario briefing in the simulation.

The company is continually reviewing its product(s) to remain competitive and regularly analyses and evaluates its current and future product designs.



Part of the 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 (speed, off-road, comfort, weight, and practicality)
- What competitors are offering to the same target market



TASK:

Scrutinize the focus group research report(s) in the simulation and consider:

-What are the feedback customers are giving the company regarding the existing product(s)?

-What product attributes are important to your target market?

-How significant are competitors in the same market place?

-Does the feedback suggest that the product meets the market's requirements or that a new product is needed?

Explain.