

Case study on rethinking the product launch by max cuellar leslie moeller heberto...

[Business](#), [Marketing](#)



A Reflection by

In every business, the consumer targets utility that is equal to the money they pay. Customer value proposition plays a tremendous role in the organic growth. Certainly gathering information and insights on customers behavior pinpoints the value customers assign to various goods and services. The consumer is a rational individual who knows what to choose best so as to satisfy his/her needs. The message that the author is sending to the reader concerns the establishment of a new product in the market. Every product in the market should attract the customers based the preference of the consumer. Hence, the author draws a roadmap towards the establishment of customer value proposition. The framework helps in launching new services and products. The organization providing this consumer goods and services should ensure that they give the consumer a reason to switch from the old product to the new.

In this case study, the author primary audience are those individuals and organization who deal with new products in the market. Launching new products in the market require a lot of knowledge and information to lay roots in the market. In most cases, consumers remain attached to already established product as compared to the new products. For example, Quick-service restaurants are part of the primary audience. The message is send to the audience to create awareness on the difficulties and strategies to be used in launching new products.

The author has stated various evidence that demonstrates the effectiveness of launching a new product in the right way. This implies that the consumer is the main goal to all business; hence, launching the product and services need to be aimed at changing the mode of the consumer. Quick-Service restaurants develop a new service or product that is aligned to various attributes. For example, Taco Bell, McDonalds, and Burger King do well in establishing and launching products that are price sensitive. On the other hand, Pizza and KFC offers an experience of pure indulgence. Moreover, due to its complexity, the author asserts that the team involved in launching products and service require market-back analysis, Darwinian competition as well as capabilities-forward assessment.

When a firm or business entity sets out to develop customer value proposition, it should use existing and new capabilities. The firm need to always be develop a capability-forward-strategy. As a matter of fact, the company has a responsibility of ensuring that they totally know what the customer requires in the market. Hence, the best way to accomplish firms objective to satisfy the customer is by developing a systematic customer value proposition. For example, in the market Apple has laid its flat form despite the complications of technology. In fact, it has famously adapted its unique functional design, consumer insights, and beautiful. This diversification and brand building gives a new product an easy way in competing with other existing competitors. When those in the marketing field are new, and competition does not exist, there is a possibility that the product can succeed with the product by only using one of this practices.

Additionally, emphasizing on organic growth and brand expansion, individuals gravitate in a dramatic manner.

The author has conveyed the message in a clear way using examples. In fact, the use of progressive and well established organization to demonstrate how firm such as KFC, McDonalds, and Apple. Mostly of these companies introduce new products in almost every year, yet they win the confidence and trust of the consumer. Perhaps, the author is very inclusive in various aspects of launching a new product. Competitive advantage comes because of establishing proper strategies in launching the new product. The author has added a lot of values to the reader. Actually, it trains the readers on how to launch a new product or service in a competitive market. Generally, the launching should be professional and aimed at satisfying the client. Hence, we need to start rethinking about the product launch in this era of technological advancement.