

Example of product assessment essay

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



\n[[toc title="Table of Contents"](#)]\n

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1. [Reason of decline in use or application.](#) \n \t
2. [Recommendations.](#) \n \t
3. [Choosing the country of study.](#) \n \t
4. [Segmenting and positioning of idea.](#) \n \t
5. [Reference.](#) \n

\n[/toc]\n \n

Products in terms of its market target related to U. S. demographic trends.

This article deals with the assessment of a specific product. Normally product would be assessed on the basis of achievement compared to a coincidental product. In terms of environmental performance, the product may be assessed in various fields such as efficient in Energy and resource. The extent to which a product pollutes the surroundings may also be considered. Demographic trends reveal developments and changes in human population. It is viewed in terms of population's age, locational regions, marital status, achievement, income among others. Keeping up with the varying trends of the demographic gives organization proper tools in keeping a radar in new markets for the products they produce.

My study will dwell on VHS. This is what is simply referred to as Video Home System . It refers a system that uses of an analog videotape cassette. It records the data being received. It draws its origin or augmentation from the country of Japan by a developer by the name Victor Company also known as JVC. It is rooted back in the 1970's. An era where visual recording proved to a force to reckon with as it was among became a major influencing factor in

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the television use. During this era, VHS had been highly regarded as it brought out a new insight in technology that would add value to home theater lifestyle. They may also be integrated with blank tapes also used for the same purpose (Amy-Mae, 2008).

In regards to the Demographic trend , the use of VHS has been left to the poor. The able citizens have decided to do away with the devices as some have decided to adopt the digital age. Hey either sell them or even literally throw them away. A previous estimate of 53% living in the 50 – 90 percentile of poverty stricken people in the US was in a position to acquire them. But the mercy of VHS has been left in a second hand shop and a lesser percentage as compared to the previous percentage estimate. The minimum waged people in this country are considered to be the people who could be interested in buying such.

Reason of decline in use or application.

However such device application has been on a decline and new developed methods or devices of recording being brought into the picture. The VHS found a place in our home there for quite some years before its genesis. The main divergence from the analog to the digital world has been the strife of many nations US inclusive Introduction about the sleek DVD's which later entailed CD's came into life. Bringing a new error in information recording and storage. The camcorders that used VHS has found new intergration techniques applied to them by being transformed into digital devices. Further development such as Blu-ray (an optical ray application) has also found its ways into the market. This new invention provided better and faster ways of accessing data . The fact that came in much smaller sizes has been

nothing but an added advantage.

Production of movies or other related information has largely been through the CD's. Very or rather none at all VHS finds their way into customers from movie makers. As long as their production declines, the movie industry has only one option of adopting the new inventions. The DVD's also gives way into developing of devices that could accommodate large volumes of data. Today a further development in this industry, a 3.5-inch, gigabyte external disk is capable of storing and accessing one billion bytes of data.

Socially VHS has lately found rejection as compared to the new inventions such as DVD's. Different DVD's come in different prices hence giving opportunities to wide variety customers present. Unlike the VHS which was so cheap and people found no use of them. In the ethnic market point of view and taking an example of the U. S., its population is regarded as an old era, educated and diverse. Hence sentiments regarding VHS find different challenges. The more educated the people are the more advanced or developed they would want to be, henceforth choosing the digital option as compared to the latter.

Economically, VHS is on a downfall. This is evident from the minimum options its application has. The changing of devices that were used by the analog systems has been transformed to digital options. This leaves the VHS an analog device with fewer application in

In today's era. VHS also faces technological factors as it can't be further developed but only a transformation which may lead to clearing of this system forever. However its predecessor the DVD has found a further

mutation or developments into efficient devices. As this occurs, the digital invention also finds means of application in our various devices.

Recommendations.

As analog as VHS may sound , it gave way into new inventions. Hence it lies a vintage device. A wipe out would lead to forgotten device that was an important part of our entertainment system back then. A plea to the developers (JVC) to at least revive its production line regarding the production of VHS would ensure their constant presence in the market . This would involve the awareness to the developers on the importance of having a once highly regarded back to our theater systems. This would be backed up interest of people that would want to have the bulky but important device .

Public awareness to the need of having it back or reviving it into new developments would be in order. In more advanced modes people would end up adopting it . By proving to the public or intended users that advancements would be made to various specifications such as size, speed and maybe varieties. Presence of interest comes into play, a window of possibility erupts in relieving the so referred to as analog. The awareness would also create a positive attribute towards VHS use as different from the norm. In turn people would bring out from the stores the VHS and VHS incorporated systems and go back to its application or else would venture into purchasing the analog system from the second hand shops (Central Intelligence Agency, 2013).

Marketers should be involved in the implementation of developed designs brought out for developing the thought to be analog system. People react to

new inventions and by redesigning and improving the inventions pertaining the one made by JVC. Hence people may adapt the newly kind of VHS. The appearance should be made more appealing to the users as same as the constituents of the further developed VHS.

Choosing the country of study.

My country of choice is the newly born South Sudan which separated itself from the then Sudan. A referendum was held and the people saw it best for separation to take place. Since its onset, striving to come into terms with the level of technology of the countries around them has brought a great need to be integrated technologies. Having the main TV station in the hands of the government as per the provision from the CIA World Factbook. The Factbook also points out the presence of other private TV stations. Hence somewhat backing my choice of country as would be later be explained.

Most of the people living in South Sudan live in poverty as depicted by Factbook. As confusing as this may be due to the presence of oil reserves in the country, wealth distribution is a fight to be taken into account. The government is trying to help alleviate this problem as expected of them by the neighbor such as Kenya. Kenya were at the forefront in helping South Sudan in attaining its independence. The oil reserves doesn't entire lie in the disposal of the South Sudanese but all also Sudan. But this doesn't justify the level of poverty most of his people live in.

I therefore deduce that they don't get access to things as VHS or decoder machines. This eventually points out DVD's are minimally applied in the country only acquired by the rich group . Marketing the VHS device and recorder would prove fruitful since most of S. Sudans members haven't had

an experience already. Before they are introduced to their more advanced development that is DVD's and likes, they should be brought into the existence of the VHS and tape recorders. This introduction will prove to be fit since it is normally priced and the majority will get a chance to have an experience just like the former users of VHF (Howells, 2005).

On improving the lifestyle of others , the VHS tapes would carry various information that would be relayed to the viewers. May be in terms of movies , journal or any other kind of recording entailed in the recording devices. As viewers adapt the system in Southern Sudan, they're less or not knowledgeable on things relating to them and to the others hence opening their scope. As provided by the CIA World Factbook their development level as fairly distributed . With the provision by the introduction of these devices people will be well equipped for life issues depending on the kind of information disseminated by the data recording devices.

Segmenting and positioning of idea.

In relation to the segmentation and positioning of the ideas in implementing the product in S. Sudan. Identifying a possible manufacturer or pursuing JVC to revive its production line . This will ensure a constant production of the VHS for dispensation in the new market. Other developers may also be contacted to materialize this target.. Involving the government pertaining to the legal issues regarding the onset of the mission. A locus point of assembling the VHS may also be deployed in the Country. This will promote and improve the life lived by poorer lot by providing job opportunities and creating incentives. A proper layout on how the products will be transported from the manufacturer possibly in Japan . It would be later agreed if it would

be delivered as a fully packed of pre-parked.

Another way will be to request the government to create awareness amongst its residents. To show the importance to acquire the new development in technological point of view. This would create an urge and desire to using the new product. Providing a leverage on the pricing of the products will be important as it will ensure that most of the targeted members of the society are covered. In this way the government will be fighting the menace of equal distribution as well. In general, the level of intellectual will increase by some levels if and when they uses the products (VHS and camcorder). Guidelines in how operate the VHS and the device would help the people acquire personal skills .

The above key options would be important in planning the introduction of a new product as described in the above paragraphs. The general point of view is to note that there can be opted in reviving the era of VHS and tape recorders. By this, it would not demean the People of South Sudan as backward by bringing a system that has already been developed in most of the countries. To bring this out differentiate from a profit oriented goal to information dissemination mission.

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