

Vent fresh



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**Value and Service: Vent Fresh – An Analysis** The essay aims to examine and identify the value and service Vent Fresh will provide to customers and also customer needs.

### Value and Service: Vent Fresh – An Analysis

One of the more challenging phases that an organization face is the development of strategies pertaining to a new product. Various types and classifications of products or services undergo a life cycle analogous to a person's life. The decision making options are multidimensional ranging from idea generation, conceptualization, and the design of market strategies to the actual product development stage. All of these steps are remunerated after a close examination of internal resources and the external factors that impact the product. In this regard, the essay aims to examine and identify the value and service that a proposed new product, Vent Scents, will provide to customers and also customer needs.

### Brief Product Description

Team Blue, a creative group of five enterprising individuals, innovatively developed and designed Vent Scents, a scented filter product that aims to freshen, deodorize and purify the air through providing fragrance for residential and commercial establishments. The group's motto, " Enjoy everlasting freshness with Vent Scents, a scented filter that delivers your favorite fragrance throughout your home or office. Vents Scents are available in a variety of sizes and aromas", emphasize its unique feature of providing freshness through giving not only array of aromatic scent choices, but more importantly, the capacity to deodorize, disinfest and purify the air in one's home or office. Research has proven Vent Scents to be safe and environmental friendly.

<https://assignbuster.com/vent-fresh/>

## Product Value

The mission of Team Blue is to market a line of scents that will catch the noses of the individual users, while giving you many of choices. In today's complex, competitive and super saturated market, it is truly a challenge to introduce a new product successfully. Completely new products are hard to come by and putting a new twist on an already existing product is difficult. We intend to perfect our product to obtain recognition over current brands on the market. Team Blue will offer its product at an afford price that will persuade the market locally and globally.

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