

New product dev.



EXECUTIVE SUMMARY eaZer is a company owned by Wasiya Zulfiqar, Sadaf Ghazali, Rabia Aslam and Marriyum Sohail. The mission Statement of eaZer is: eaZer provides ease to mothers and joy to kids. eaZer will develop all those products which will provide ease to mothers and babies.

Product mix contains baby shampoos, baby soaps, baby oils, baby lotions and baby powders. As we are launching a new product, so the first towards the product was the new product development which includes the idea generation and screening. So after completing this process we come up with the idea that we will produce a tear free baby shampoo. After analyzing the market of tear free shampoo and the demand of target market, we find that a disease naming “ Cradle Cap” is very common among the new born, and no tear free shampoo is providing cure for this disease so we come up with the idea of a “ tear free baby shampoo which will provide a cure for Cradle Cap” So now there is a detail of our product which is tear free baby shampoo with cure of cradle cap. In marketing strategy development we discussed the market segmentation, target market and market positioning.

In product development we have discussed investment and equipment. In marketing mix we discussed the four Ps that product, price, place and promotion. We have also done the competitors analysis and also SWOT analysis of our product. eaZer baby shampoo is the first product of eaZer company.

And its line extension is flavors of our shampoo which are in Strawberry, Lemon, and Mint. We like to thank Allah and our parents for their support and help. In the end we would like to thank Professor I. Ramay for his

guidance and assistance. Contents

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main idea was to develop something for the skin or hair. Skin products

market was very vast, so we decided to come up with a hair product. The

options were: Hair dyes Hair sprays Shampoos Conditioners IDEA

SCREENING: We decided to focus on shampoos.

In shampoos, the options were: Dandruff free, Shampoos for different hair types Baby shampoos Normal shampoo Tear free shampoo We decided to go for tear free shampoo because through observation we find that, market of tear free shampoo is not very saturated, there are not many competitors in this market so that's why we decided to produce the baby tear free shampoos. IDEA GENERATION AND SCREENING: CONCEPT DEVELOPMENT AND TESTING: PRODUCT CONCEPT: eaZer Baby Shampoo contains the perfect blend of natural ingredients and flavors providing your baby with tearless and enjoyable bath. We wanted to come up with the product which would provide cure for the cradle cap. CONCEPT TESTING: 1. Which shampoo do you use for your kids? 2.

How much can you spend on kids' shampoo? 3. What are the benefits you are getting from the current shampoo for your kids? 4. Is your shampoo tear free? 5. Are you satisfied with your current kids' shampoo? 6. Do you feel to switch to another shampoo with following qualities: •tear free •tangle free •treatment for cradle cap 7.

What should be the reasonable price for shampoo having all these qualities? 8. Would you buy such a shampoo? MARKET SEGMENTATION: eaZer Baby Shampoo have selected market segment of newborns to 5 year old kids because the children in this age hate bathing. they cry a lot when the shampoo goes in their eyes. For mothers too, can't handle the situation when their kids are shouting and crying while bathing. TARGET MARKET: The target market of the eaZer Baby Shampoo is well educated young mothers belonging to middle and upper class.

Our product is designed to provide ease to mothers. our shampoo will let mothers to give their children a tear free and enjoyable bath. she will be free from fear that her kid will cry and create trouble for her. MARKET

POSITIONING: eaZer Baby Shampoo is a symbol of easiness and convenience.

Mothers will experience ease and convenience when she will give bath to her kid. There will be no crying and shouting sounds. Kids who hate bathing will find “ bathing a fun. ” when their mother will use eaZer Baby Shampoo their perception about bathing will change. FINANCE: eaZer is a company owned by Wasiya Zulfiqar, Sadaf Ghazali, Rabia Aslam and Marriyum Sohail.

The capital will be investewd by the four partners. Moreover, the loan will be arranged from the fir. st women bank LAND AND EQUIPMENT: we are planning to set up our factory in bara kahu , a place near Islamabad. We will import the equipment from abroad. The chemicals needed for manufacturing will be purchased from ICI Pakistan. TEST MARKETING: The eaZer Baby Shampoo had been tested by distributing sachets to Gynecologists and Dermatologists.

Moreover we have also conducted a survey. The results which we get from the survey clearly shows that our target market ie the mothers , need a tearfree and a tangle free shampoo in different flavours , as according to them their children are attracted towards attractive colours and flavours. Moreover, they need a shampoo which will provide cure to dandruff (cradle cap) in kids. So the results clearly shows that they are willing to buy our eaZer Baby Shampoo.

COMMERCIALIZATION: The eaZer Baby Shampoos will be commercialized in the following ways: •Effective, attractive and persuasive advertisements through television •Advertisements in newspapers and magazines •Posters and pamphlets distribution in hospitals •Launch a website: [www. eazer. com](http://www.eazer.com)

PRODUCT eaZer Baby Shampoo is a tearfree and tangle free shampoo for newborns up to five years old kids this is a shopping product with features of convenience product eaZer Baby Shampoo is a shopping product. The customer has to go through the process of selection on the basis of the style, quality, price, suitability of the product with competitor's product.

Then he/she would be able to make purchase decision of buying eaZer Baby Shampoo. LEVELS OF THE PRODUCTS: The three levels of eaZer Baby Shampoo are; 1-Core Product: eaZer Baby Shampoo is designed to provide ease to mothers. When the mother will buy our product, she would be buying tear free and enjoyable Bath for their kids. 2. Actual product: The actual product consists of following characteristics: a)Quality: eaZer Baby Shampoo has a consistent quality that it will protect the kids from the skull virus “ cradle cap”.

It is tear free, it will give the kids a tearfree bath and as being a tangle free the kids will have smooth and silky hair.)Features: eaZer Baby Shampoo contains the following features; ? Cure for Cradle cap : This product is designed to provide a cure of a skull virus “ cradle cap” in the kids. This is a new and unique feature that is first time introduced in any baby shampoo in Pakistan. This would definitely give a competitive edge to eaZer Baby Shampoo. ? Tear free: The kids hate bathing because while bathing the shampoo or the soap goes into the eyes of kids.

Similarly the mothers also don't want that their kid to cry while bathing. eaZer Baby Shampoo has a tear free ingredient so the babies are not irritated while bathing. Tangle free: The kids will not have confused and disorder mass of their hair after the bath. They will experience easy to comb and smooth hairs.

? Refreshing Flavors and Soothing colors : eaZer Baby Shampoo is available in three refreshing flavors and colors; I. Mint (Green) II. Strawberry (Pink) III Lemon (Yellow) ? Nontoxic and Hypoallergenic: Newborn babies and kids have very sensitive skin, so keeping in view eaZer Baby Shampoo is designed with the mild and natural ingredients. No toxic substance is used in it and it will not cause allergy. c)Product Design and Style: The bottle of eaZer Baby Shampoo is smart and colorful to attract kids.

Every flavor bottle has its own color combination. It's a transparent bottle reflecting the color of the shampoo inside. Wavy shape is given to eaZer Baby Shampoo's bottles. Good design contributes to the product's usefulness as well as to its looks. eaZer Baby Shampoo has a wavy shape its easy to grab the bottle. The bottle has a press-out opening for the shampoo.

This press-out opening is covered with a cap. As the press-out opening would be pressed the shampoo would be obtained for usage. There are no chances of leakage and wastage of the shampoo. So eaZer Baby Shampoo is easy to handle and easy to use. d) Brand Name: The brand name of our product is " eaZer Baby Shampoo".

And it is stated on the front side of the label. e) Packaging: The eaZer Baby Shampoo will be contained in a transparent plastic bottle, as the bottle will

be transparent it will reflect the color of the shampoo. The standard size of the shampoo will be 300 ml. f) Label: The eaZer Baby Shampoo will have two labels on the bottle; one will be on the front side and the other will be on the backside. The frontside of the bottle contains the brand name and the graphics; such as the picture of the happy baby and the flavour. The backside contains the ingredients.

It would describe the product and the way to use the shampoo. 3)

Augmented Product: The augmented products of eaZer Baby Shampoo are:

Web Site The web site of the eaZer Baby Shampoo is also present on World Wide Web. This site will provide the information about the Company and the Brand “ eaZer Baby Shampoo”. the address is “ www.

eaZer. com” Free Bathing Gifts: The free bathing gift will be provided with eaZer Baby Shampoo. So the kids will enjoy their bath. PRICE Price is the only element in the Marketing Mix that produces revenue, all other elements represent costs.

So, for gaining profits marketers always work in this area. The prices of eaZer Baby Shampoo’s competitors are as follow: Johnson’s and Johnson’s (300ml) Rs. 140 Silvikrin tearless (250ml) Rs. 210 Kids zone (300 ml) Rs. 110 Suave (500 ml) Rs. 245 Baby love (500 ml) Rs.

145 The price of eaZer Baby Shampoo (300 ml) is set at Rs. 165. Factors Affecting Pricing Decisions: One of the major internal factors affecting the pricing decision of eaZer Baby Shampoo was its Marketing Objective. It wants to achieve Product Quality Leadership which calls for charging a high price to cover high performance quality.

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Of the external factors affecting the pricing decision of eaZer Baby Shampoo were: 1. Consumer Perceptions of price and value 2. Competitors' prices and offers eaZer Baby Shampoo's price is high but it is also offering something of value to its consumers. eaZer Baby Shampoo's price is also set by keeping an eye on its competitors' prices and offers. It is offering more benefits than its competitors so, the price is accordingly. Pricing Approach: The pricing approach of eaZer Baby Shampoo is Competition Based.

The price of its major competitor Johnson's and Johnson's Tear Free Shampoo is Rs. 140 and as eaZer Baby Shampoo is offering more benefits (treatment for cradle cap, free toy, developed in conjunction with pediatricians and dermatologists) than Johnson's and Johnson's, so its price is set a bit high i. e. Rs. 165. We had conducted a survey of few mothers and the results shows that the consumers are also willing to pay Rs.

65 in return to benefits offered by eaZer Baby Shampoo. Value Proposition for Positioning: eaZer has used " More for More" value proposition to position its Baby shampoo as it is offering more benefits at higher price than its competitors. eaZer Baby Shampoo's value proposition hinges on ease to mothers, joy for kids and treatment for cradle cap, all for a price that is higher than average but is fair for this mix of benefits. As eaZer Baby Shampoo is targeted at well educated young mothers belonging to middle and upper class, so with " More for More" value proposition it also offers prestige to the buyers and symbolizes status. PLACE: As far as the placement of eaZer baby shampoo is concerned, we are going to launch our product on very selective and famous. We have decided to adopt this strategy because our product is a shopping product.

We are going to launch eaZer baby shampoo on the major cities of Pakistan. These cities include: •Islamabad/Rawalpindi •Karachi •Lahore •Quetta The shops in which eaZer baby shampoo will be available are mentioned below:

ISLAMABAD: SHAHEEN CHEMIST Super market & Blue area branch D-WARSON CHEMIST Super market & Blue area branch BEST DAY SUPER STORE Blue area branch & F-10 markaz branch. RAWALPINDI: NEW CITY DRUG STORE Saddar market A ONE GENERAL STORE Alladin plaza Murree road KARACHI: Dolmen shopping center Clifton center Dubai mall Haidery market Empress market Uzma shopping plaza LAHORE: DECENT DEPARTMENTAL STORE Wahdat road WORLD MART Johr town LEADER PRIX SUPER MARKET. School chowk defence QUETTA: AHMAD STORE Gurdatt road SAHABI STORE Mission road A-Z STORE Jinnah road PROMOTION: Advertising objective: The basic objective of our advertising is conveying useful information about our product. Or in other words we are focusing on the informative advertising and persuasive advertising In our advertisements we are trying to tell the audience that our product is very useful for the new born specially as it can prevent their eyes from the effect of harmful chemicals.

Our shampoo will not only provide all the nourishment to the baby's hair, it will also saves the eyes of the new born from the harmful effect of chemicals. Moreover, our shampoo contains special ingredients which act as a cure for the treatment of cradle cap , a disease normally found on the hair skin of the new born babies. Advertising strategy: The advertising strategy basically contains two portions: •Advertising message •Advertising media. Advertising message: The basic message that we want to convey to our

target market is: eaZer Baby Shampoo is the convenience to mothers and joy to kids.

Advertising media: The major media types that we are going to launch our product includes: •Television. •Newspaper •Magazines •Internet •Broachers and pamphlets TELEVISION: Among the TV channels, the channels that we have chosen for our adds are> •PTV •PTV WORLD •ARY DIGITAL •INDUS VISION Timings: In the television the time that we have chosen for our add is the prime time i. . from 7-9 pm. NEWS PAPERS: As far as the newspaper are concerned, the news papers that we have chosen to advertise our product includes: •The News •The Dawn MAGAZINES: As far as the magazines are concerned, the magazines that we have chosen are mentioned below: •SHE •The Mag INTERNET: eaZer have also decided to launch it's website naming: www.

eaZer. com All the information regarded to our product may be asked by using frequently asked questions. POSTERS AND BROUCHERS: EaZer have also planned to distribute the broachers and pamphlets explaining the attributes of our product in the hospitals. Sales promotion: Among the sales promotion the basic tool that we are going to use is that we will distribute free sample of our product to different dermatologists and gynecologist.

We are also giving a free bathing toy i. e. a duck with every eaZer baby shampoo; however this strategy is only for a limited time period. JOHNSON'S AND JOHNSON'S: Johnson's and Johnson's is the major competitor of eaZer Baby Shampoo in the market.

“ No More Tangles No more Tears” is the features of Johnson’s and Johnson’s
The price of Johnson’s and Johnson’s (300 ml) is Rs. 140. It is available in most of the shopping stores in the country. The promotion of Johnson’s and Johnson’s is very limited and its advertisements are launched only in foreign channels. SUAVE: Suave is 2 in 1(shampoo and conditioner) shampoo for babies. The price of Suave (500 ml) is Rs.

245. It is available only in selected stores in major cities. KIDS ZONE: Kids Zone is tangle free and tear free shampoo. The price of Kids Zone (300 ml) is Rs. 110. It is available in selected stores.

STRENGTHS: 1. Multiple Features eaZer Baby Shampoo provides all the features offered by its competitors in one bottle. Features: •No-tears formula •Treatment for cradle cap •Tangle free •Alcohol-free •Hypoallergenic •Nontoxic •Developed in conjunction with pediatricians and dermatologists •Made according to strict pharmaceutical standards 2. Flavors eaZer Baby Shampoo is available in three natural flavors and fragrances i.

e. mint, strawberry and lemon. 3. Design and Style Good design contributes to the product’s usefulness as well as to its looks. eaZer Baby Shampoo has a wavy shape its easy to grab the bottle.

The bottle has a press-out opening for the shampoo. This press-out opening is covered with a cap. As the press-out opening would be pressed the shampoo would be obtained for usage. There are no chances of leakage and wastage of the shampoo.

So eaZer Baby Shampoo is easy to handle and easy to use. The bottle of eaZer Baby Shampoo is smart and colorful to attract kids. Every flavor bottle has its own color combination. It's a transparent bottle reflecting the color of the shampoo inside.

Wavy shape is given to eaZer Baby Shampoo's bottles. WEAKNESSES: 1.

Distribution: The main weakness of eaZer Baby Shampoo is concerned with the Distribution as we are planning to launch it only in major cities.

OPPORTUNITIES: 1. Line Extension: eaZer Baby Shampoo can extend its line by introducing new flavors like grapes, vanilla and pineapple.

2. Brand Extension: eaZer can extend its brand by introducing its soaps, lotions, powders and oils. 3. Distribution: eaZer Baby Shampoo can expand its distribution in future throughout the country in accordance with demand.

THREATS: 1.

The market of baby shampoo is very competitive for eaZer Baby Shampoo. Many local and international brands are available on the shopping stores through out the country.