

Gillette - developing and introducing new products



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Gillette Case Study

1. With regard to developing and introducing new products, Gillette learned from the Wilkinson Sword and Bic experiences to keep ahead of the market by being proactive and searching for opportunities and demands that would satisfy the changing needs of the consumers.

2. Gillette was slow in introducing coated stainless steel blades, despite knowing the technology, because by producing them, much of their manufacturing equipment would be obsolete. Further, they were hoping that the surge in consumer purchase for coated stainless steel blades would only be temporary and the market niche would be small. Therefore, firms making long-term investments in manufacturing and supply chain resources could face eminent threats of obsolescence due to technological breakthroughs and changing consumer demands and preferences.

3. It is not enough for Gillette to simply design a razor that gives the “best shave possible” because new products emerge in the market due to technological developments and consumers have diverse needs that have to be addressed. There would always be threats of new entrants or product substitutes that could give the same advantage and added features.

Therefore, manufacturing helps maintain Gillette’s market share by ensuring that ample research has been instituted that would make it difficult for competitors to copy the product and thereby give them the competitive advantage. By involving operations and supply chain personnel early in the development stage, various inputs and innovative ideas are taken into consideration in the design and planned development of new products. This would ensure that all necessary elements in product development have been

considered and integrated in the process, prior to launching.

Works Cited