





# *NEW PRODUCT DEVELOPMENT*

To create the next product in a company's product line a design team goes through product development process steps. Starting with a product idea, the team moves through several stages to generate all the details and documents needed to get the product built



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# *Stages in new product development*



**Product Development Process**

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# *FLORAL*

Floral is a hair care brand, primarily aimed at women, produced by Sharon company ltd, which is now emerging to be the UAE'S leading company and brand in shampoos. Floral is sold out through almost all retailer shops in UAE.

Floral was launched in Dubai, UAE in August 2013 under the guidance of the founder Sharon Ann and co-founder Anjana Rajan, by 2014 it is available in all the 7 emirates. Our vision is to increase sales turn over by 30% in 2015 with launch of new products into the product line

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# *Target market*

- The main target market of floral is females between the ages 16-40 belonging to the middle and lower income classes.
- Floral target its market on the basis of consumer buying behavior, income level and purchasing power of people.



# COMPANY LOGO

Why is good hair important to women? History could have something to do with it. Even as far back as ancient Egypt, a woman's hairstyle indicated her age, status, role in society and political importance.



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# marketing mix

## product mix

**In marketing, a product is anything that can be offered to a market that might satisfy a want or need**

Types: available in three bottles of different size  
200ml bottle  
300ml bottle  
600 ml bottle

Tag: "Floral" shampoo makes the hair strong from roots giving it a light and shiny look.  
Brand name: FLORAL  
Quality: high quality product  
Safety: use of organic ingredients



## price mix

**Market penetration** - we use market penetration to penetrate our market. We lower the price to attract our target audiences to buy the product because it is a need and consumers find irresistible whenever they buy this product. It is good strategy for the company to lower the price so that we can reach even to the lower class people of the society.

**Promotional pricing** - we also use promotional pricing. We give promotion to all the buyers and the users of the product. If consumers buy a dozen sachet of shampoo they can get a five half dozen of it



## place mix

**Place in the marketing mix refers to the channel, or the route, through which goods move from the source to the final user**

**Channel: manufacturer-wholesaler-retailer-customers**

Channel members: Iolo, Carrefour, spinneys  
Floral shampoos are going to be available in all the reputed departmental stores like Iolo and body works, beauty bars, hobby houses with more added features.



## promotion mix

**A specific combination of promotional methods used for one product or a family of products.**

