

## MKG-101 - Market-Driven Product Development & Management



### MARKET-DRIVEN PRODUCT DEVELOPMENT & MANAGEMENT



Neotelis can also deliver a unique session of this course specifically for your organization.  
Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for more information and a Proposal.

## Description

This 3-day training course provides participants with knowledge, skills and techniques to successfully develop, launch and manage telecom products and services. The course includes presentations, discussions, practical workshops, case studies and analysis of the key concepts and issues related to product development and management.

TopicsThe training course will cover the following topics:

### DAY 1

Introduction to product development and management

Assess market and gather customer requirements

## Market analysis

- Environmental assessment – trends
- SWOT analysis
- Customer needs analysis
- Market segmentation
- Competitive analysis

## Identification of potential new products or features to develop

- Idea generation
- 'Wish List'

## Market researchEstablish priority products/features

- Fit with corporate strategy
- Prioritization of target markets
- Assessment of current product portfolio
- Screening
- Concept development, use cases

## Feasibility assessment

Conduct a feasibility study

Make or buy?

Preliminary business case

Concept testing

*Workshop #1 - Linkage to Corporate Strategy*

*Workshop #2 - Environmental Assessment and SWOT Analysis*

*Workshop #3 - Market Analysis*

*Market Segmentation*

*Target Customer Profile*

*Concept Description*

*Competitive Analysis*

## **DAY 2**

### **Product requirements definition**

### **Development of a new product business plan**

Business planning process

Marketing strategy

New product business plan contents

- Product requirements and roadmap

- Forecasts and financial models
- Processes, resources, sales, support
- Metrics

### ***Workshop #4 - New Product Business Plan***

#### **Product specifications definition**

#### **Development of a comprehensive product implementation plan**

- Project planning process
- Product development and implementation process
- Development of the associated processes and procedures

### ***Workshop #5 - Project Planning***

## **DAY 3**

#### **Execution of the product implementation plan**

- Project management
- Agile project management
- Campaign management
- Launch of the new product
- Commercialization

#### **Product management**

- Development of a product plan
- On-going review and adjustment of the marketing mix
- Management of the relationship with the sales and customer service team
- On-going customer satisfaction monitoring
- Result tracking
- Retiring products

### ***Workshop #6 - Preparing to Launch – Checklist & Worksheet***

### ***Case study – Apple iPhone***

#### **Learning Outcomes**

- At the end of the course, participants will be able to:
- Apply key concepts and methodologies to product development and management activities
- Use appropriate tools, methods and techniques to perform customer requirements analysis
- Follow the different steps and activities required for the successful development of new products
- Apply fundamental concepts, methodologies and tools to successfully develop and execute a product implementation plan

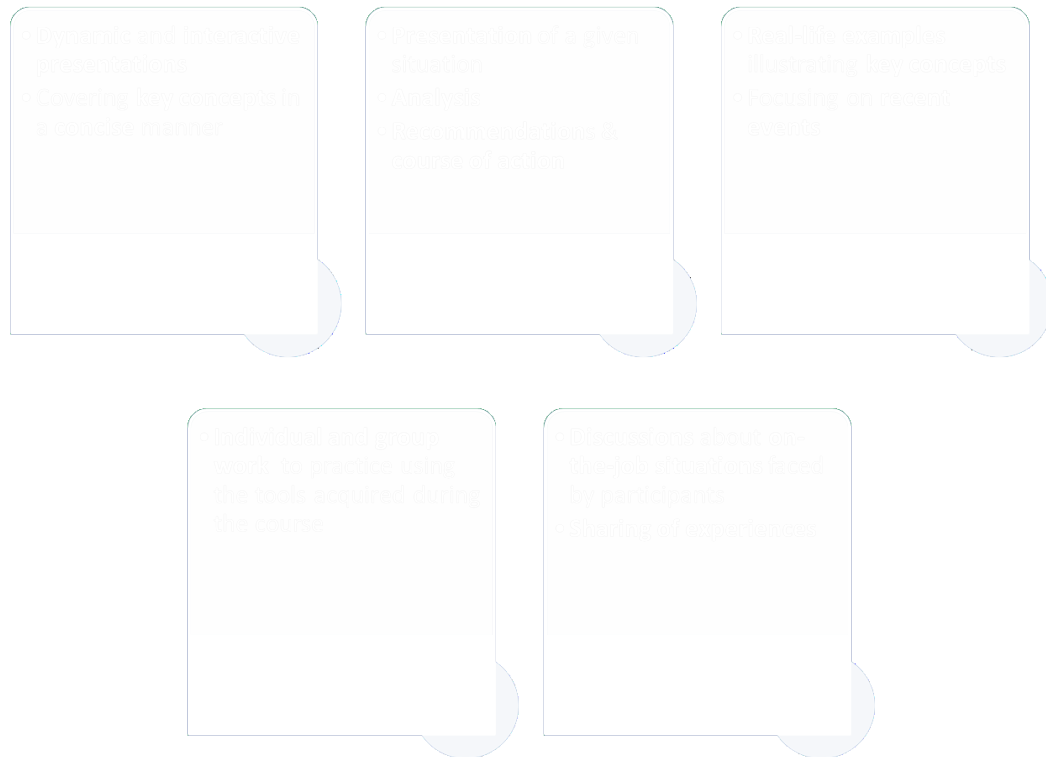
#### **Target audience**

- Telecommunications managers and personnel responsible for international traffic, roaming, commercial arrangements and settlements

- Managers looking to complement their skill-set by gaining a good understanding of the fundamental and basic concepts of the international telecommunications business

## Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



## Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for the complete Yearly Training Calendar.



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**About Neotelis**

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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