

## Launch Engineering

Innovation can be very risky, but the rewards are both attractive & vital. New products continue to fail at a disturbing rate, particularly when modern marketing science claims to know all the answers.

Launch Engineering defies the failure statistic of 80% for consumer packaged goods, we target the three factors for success:

Higher value (a more superior product)

Well defined concept

Top management commitment

Segment attractiveness

Launch Engineering Product Portfolio

### **Premise**

LE approaches all its projects and its client relationship from a fiduciary perspective, that is we undertake to act in the best interest of the client.

In this way we apply our talents to focusing on outcomes, not costs parameters.

While we are quite capable of observing budgets, ABOVE ALL ELSE we are committed to successful launches.

### **Product Portfolio**

Ad Hoc Marketing Consulting

Marketing Management Projects

Qualitative and Quantitative Market Research

Information Management & Database Management for Marketing Purposes

Sequential product Development Program

Idea Initiation Internally, Market Intelligence, Customer Review, Competitive Analysis, International Review, LE Internal processes of brainstorming aggregation and adaptation another sources (such as academic, scientific, political).

Idea Appraisal & Evaluation: Probability analysis, decision tree analysis, experience searching, LE 'Hurdle analysis', Brand strategy compatibility, industry lifecycle analysis, gap analysis, market attractiveness, portfolio analysis, LE reaction test.

Concept Development & Testing: Working through the idea, refining it into a viable concept, testing that concept, and image using LE designed processes.

Market Course of action Progress: Identifying and describing the prime target audience, planned positioning

Business Analysis: Working internally with client executives to evolve sales forecast, costs, marketing costs, NMC projections, AND externally with research groups to analyze the new products anticipated financial attractiveness.

Bet or Bail: Involved probability and assessment analysis to determine if the product has all the necessary facts to ensure success.

R&D Development: Includes DFMA (Design for Manufacturability and Assembly)

New product pricing development: Value pricing based, addressing skim, cascade down, penetration sensitivity analysis, etc.

Test Market & or Simulation: Standard, Controlled or Simulated, Experiencing the client with realistic market know-how

Commercialization Pre-launch: Development of advertising launch, selection of appropriate advertising agency/ies, media concept and copy testing, media selection screening, timing, public relations, trade marketing, channel marketing, internal marketing.

Commercialization: Feedback and Control, launch rollout brand management, extension strategies, range expansion, post launch evaluation.

NB Simultaneous Product Development Programs are treated as separate projects, but we urge clients to undertake these topped up the process of bringing good products to market rather than the best of a limited option.

Client Responsibilities:

To take an entrepreneurial approach to a vision for the future

To participate in intelligent foresight

To strive for bold but attainable results in a 3-5 year's period

To empower us to succeed

To contribute experience to the project

To impress the need on all the organization for quality, performance and ownership.

### 3. Fee Structure

Introduction to LE: No charge

Annual Retainer \$30,000

Review of Brief: \$2,500

Success Plan: Methodology Proposal and Project 'Treatment'

Concept Developed - Minor Project \$5,000  
plus \$1,500 per day per consultant over 40 hours time investment

Concept Developed - Major Project \$15,000  
plus \$1,500 per day per consultant over 120 hours time investment

Concept Development - Major Project \$30,000  
plus 10% ownership of brand until such time as the brand secures 4.5% of the market place at which time the major owner of the brand will acquire LE's equity for a pre-agreed amount.