

Course : Launch a new product

Practical course - 3d - 21h00 - Ref. LNP

Price : 2130 CHF E.T.

★★★★☆ 4,9 / 5

Detect opportunities and assess your company's chances of success in a new market. Identify the most appropriate areas for new product development. Master the methods and techniques needed to successfully develop and launch a new product.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Measuring the attractiveness of a new market
- ✓ Leading a creativity group
- ✓ Build marketing studies adapted to the new product
- ✓ Evaluate the profitability of the new product
- ✓ Manage new product launch activities

Intended audience

Marketing managers, product managers, research managers, project managers and other staff working with marketing departments (R&D, sales, etc.).

Prerequisites

Basic knowledge of marketing.

Practical details

Hands-on work

Group exercises. Case study: product launch from conception to launch, working in sub-groups.

Course schedule

1 Knowing how to innovate

- Innovation as a lever for organic growth.
- From repositioning to breakthrough innovation.

Exercise

The secrets of successful launches.

PARTICIPANTS

Marketing managers, product managers, research managers, project managers and other staff working with marketing departments (R&D, sales, etc.).

PREREQUISITES

Basic knowledge of marketing.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

2 Measuring the attractiveness of a new market

- Assess the company's competitiveness in this market.
- Identify poorly exploited segments to assess chances of success, opportunities and threats.
- Draw up a development strategy.

Exercise

Study a market in sub-groups and make collective decisions on whether or not to launch a product.

3 Creativity in marketing

- Set up and run a creativity group.
- Choose the appropriate facilitation techniques: brainstorming, mind mapping, analogy, synectics, associative techniques, etc.
- Filter ideas and manage projects.
- The concept: selection criteria, O'meara grid.

Exercise

Concept research using creativity techniques.

4 Marketing research applied to new product development

- The specifics of studies according to the type of new product/service and its degree of internationalization.
- Qualitative and quantitative research. Collaborate with a research firm.

Exercise

What studies are needed for the subgroup concept?

5 Profitability, profitability of new products

- Project viability. Identify the psychological price and set the most appropriate price level.
- Apply value analysis.
- Estimate profitability, breakeven point and cash flow.
- Draw up the operating account for the new product.

Exercise

Calculation of the optimum price for the product to be launched.

6 From marketing concept to development

- Define the target, develop the marketing mix.
- Consumer validation through to the test market.
- Launch strategy: gradual or massive.

Exercise

Development of the new product mix.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

7 Launching new products

- Plan actions, brief and coordinate those involved in the launch.
- Launch. Control (deadlines, budgets, resources, etc.), corrective actions. Conditions for project success.
- Organize a consumer meeting.
- Analyze consumer feedback and build an action plan.

Exercise

Presentation and defence by each group of the project and dashboards developed over the three days.

Dates and locations

REMOTE CLASS

2026 : 8 June, 23 Sep., 16 Nov.