

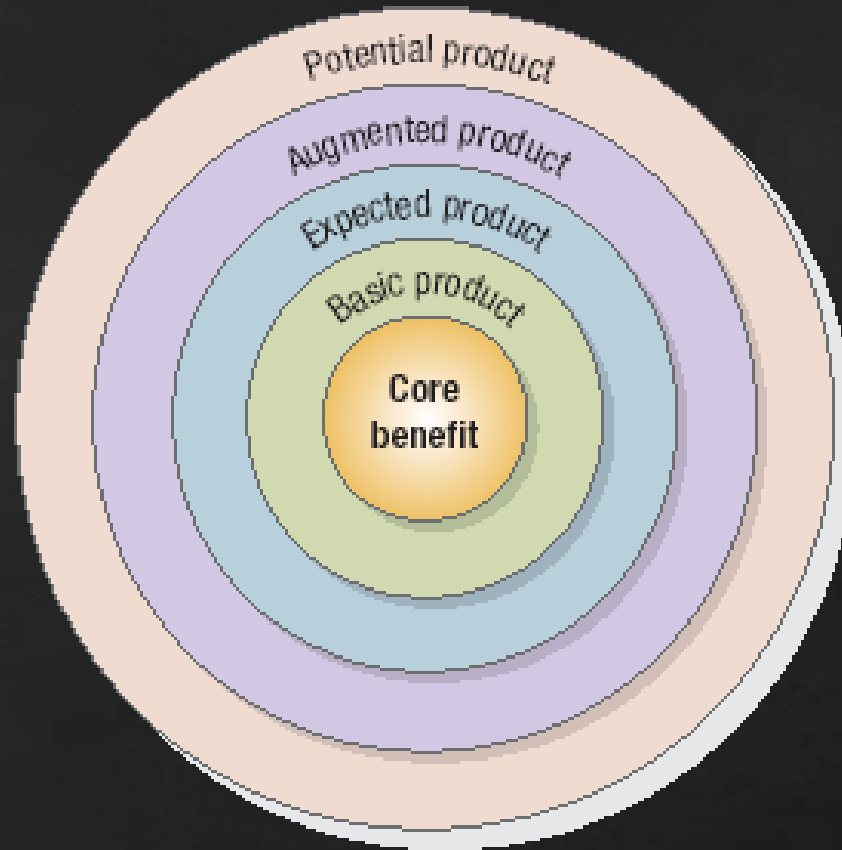
Product Management

{ Dr.S.Manoharan

What is a Product?

A **product** is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Five Product Levels



Product Classification Schemes

Durability

Tangibility

Use



Durability and Tangibility

Nondurable
goods

The diagram consists of three yellow ovals arranged in a triangle. The top oval contains the text 'Nondurable goods'. The bottom-left oval contains the text 'Durable goods'. The bottom-right oval contains the text 'Services'. All text is in a dark blue, serif font.

Durable
goods

Services

Consumer Goods Classification

Convenience

Shopping

Specialty

Unsought

Industrial Goods Classification

Materials and parts

Capital items

Supplies/
business services

Intro to Product Management

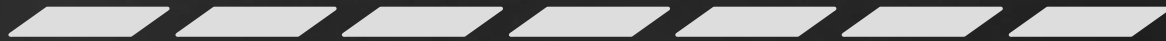


Purpose

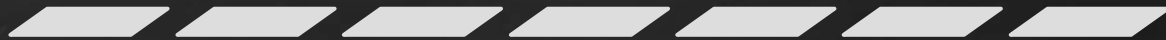
- & Customer value + measurable business benefits
- & Identifying unsolved customer problems
- & To create product experiences
- & Challenge the competition
- & Sustenance

Marketing organization

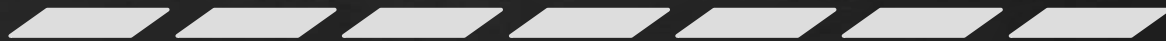
Product Focused



Market Focused



Function focused



Product vs. Brands

Parameter	Product	Brand
Scope of Responsibility	Narrow (single/line)	Broad (portfolio of products)
Nature of decision making	Tactical	Mainly strategic
Time Horizon	Short run	Long run

Product management – critical skills

& Team work

& Communication

& Marketing Plan (MRD-pdt defn, features,
tgt markets, timelines, resources required

& Variance across Industry or Company size

Role of Sales Force

Most companies -own sales organizations –own structure-
sync- marketing organizations

⌘ 3 kinds of sales organization structure

⌘ Product/Product- pdt/pdt line to all markets

⌘ Product/Market- single division products/ single market

⌘ Market /Market structure- complete product line to single
market

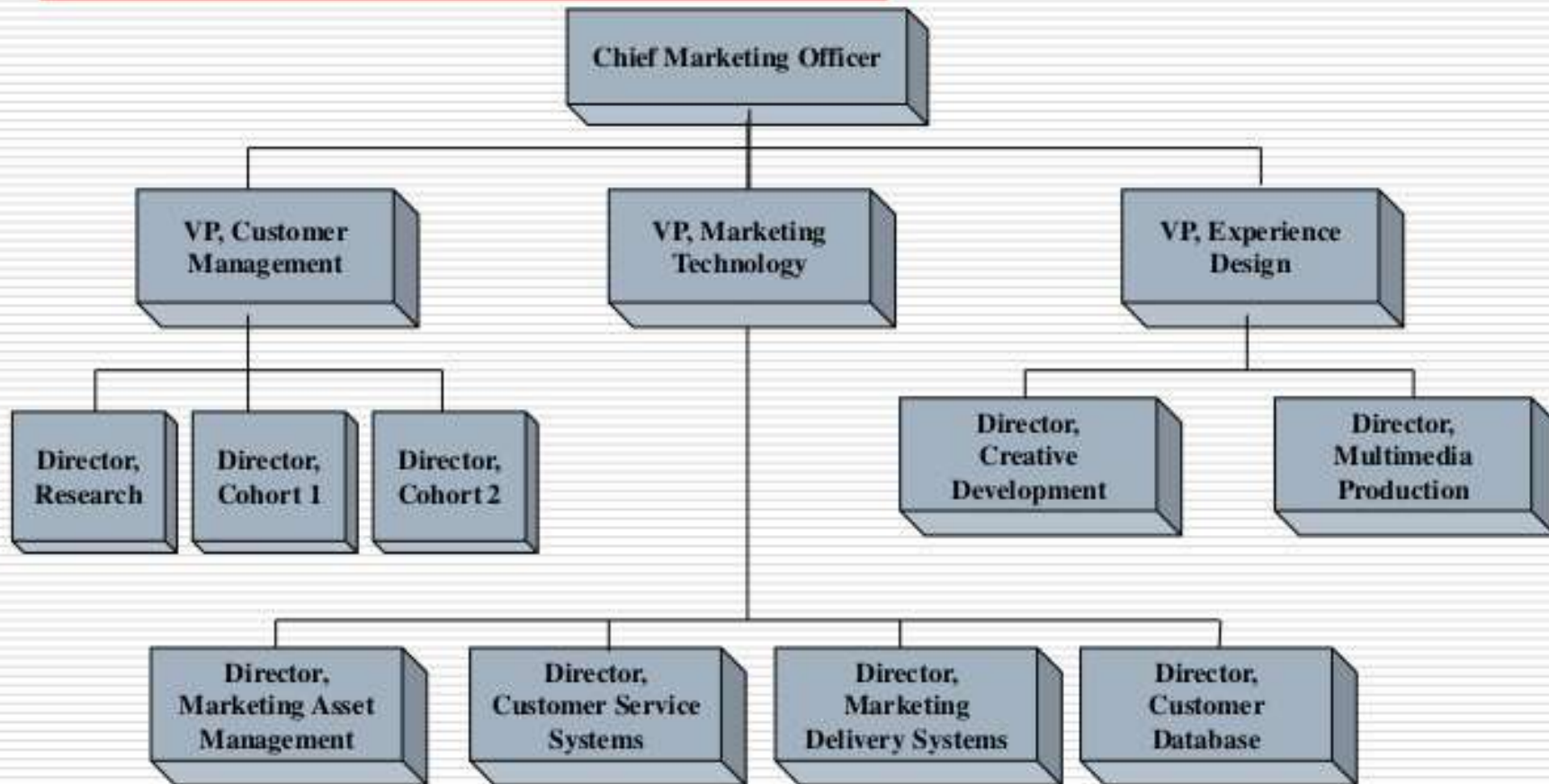
Changes affecting Product Management

- & The Web/Internet
- & Data Explosion
- & Increased Emphasis on brands
- & Changes in balance of market power
- & Increased importance of customer retention programs
- & Increased Global competition

Marketing Organization- Implications of Global Marketing

- ⌘ Common strategy to products/services
- ⌘ Tactical changes- packaging, advertising
- ⌘ Problems with organizational structures
- ⌘ Traditional role of managers-changing
- ⌘ P&G created marketing organization changes-MDO's in 1999
- ⌘ GBU- Health/ Wellbeing/ Household care
- ⌘ CMAR- Consumer Marketing at Retail

Restructuring the Adaptive Marketing Organization



Marketing Planning

- ⌘ A marketing plan is a **written** document containing the **guidelines** for the business centres **marketing programs and allocations** over the **planning period**.
- ⌘ It is an **operational** document

Hierarchy of Planning

Corporate
Strategic
Planning

Group or
sector
planning

SBU
planning

Annual
marketing
(business)
planning

Objectives of Marketing Plan

- ⌘ To define the current situation facing the product
- ⌘ To define problems & opportunities facing the business
- ⌘ To establish the objectives
- ⌘ To define the strategies & programs necessary to achieve the objective

Steps in Marketing Planning

1. Update historical information
2. Collect current situation data
3. Data Analysis
4. Develop objectives, strategies & programs
5. Develop financial documents
6. Negotiate final plan
7. Measure progress toward objectives
8. Audit

Components of Marketing Plan

- & Executive Summary
- & Situation Analysis
- & Marketing objectives and strategies
- & Supporting marketing programs
- & Rest of the plan

Key Reference

Product Management 4th Edition

by

Donald R. Lehmann & Russel S.
Winer

Pgs 1-39