

# Develop Winning New Products

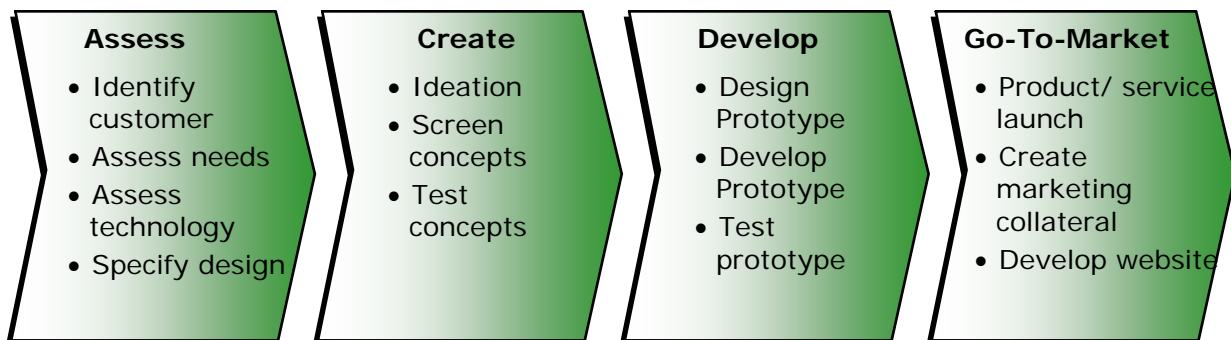
Product lifecycles are shorter. Competition is tougher. Your focus is to develop innovative new products, creating new opportunities and sustaining your competitive advantage.

From innovation to product launch, Mountain Ash Consulting is your partner for New Product Development. We can help you:

- Improve your **new product development process**
- Run workshops to identify **creative new ideas**
- **Test your prototype**
- **Launch your new product or service**



Having worked with clients from many industries, including electronics, medical device, consumer and industrial, we have developed a process to guide you when developing new products:



## Step 1 - Assess

- **Identify Customer** – identify key customer segment and outline the problem to be solved
- **Assess Needs** – gather wants and needs of the customer to ensure Voice of the Customer input at every stage
- **Assess Technology** – determine the optimal technology for a particular application or requirement
- **Specify Design** – Quality Function Deployment methodology to create specification of requirements for design

Mountain Ash Consulting helps you maximise your product development strategies, bringing the right product to the right market at the right time.

## Step 2 - Create

- **Ideation** – creative brainstorming techniques to generate ideas
- **Screen Concepts** – systematic process to screen ideas for customer, company and market acceptability
- **Test concepts** – using Quality Function Deployment, ensure concepts meet customer needs

## Step 3 - Develop

- **Design Prototype** – we have on-site facilities for design of electronic products and work with partners for other design requirements
- **Develop Prototype** – we have facilities to build electronic prototypes and partners who can produce other prototypes as required
- **Test Prototype** – process for validation of design and market assumptions and demonstrating 'fit-for-purpose'

## Step 4 - Go-To-Market

- **Product/Service Launch** – comprehensive launch plan, including commercialisation strategy, positioning, pricing and promotional requirements.
- **Create Marketing Collateral** – assistance with creating support material, including brochures, training, positioning papers, competitor comparisons, etc.
- **Develop Website** – we have the facility for website development

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