

## ***7 out of 10 new products fail .....***

**The GIMA New Product Development Workshop** will provide tactics and tools to help you improve your chances of development on of the 3 that succeeds!

Written and designed for junior and middle management working in the garden supply chain with a responsibility for bringing new products to the market.

### **Topics**

- Learn how to use a few *simple* 'tools' to improve your product development process
- Get an insight into how other businesses approach their NPD programmes to improve their sales and margins
- Find the information you need to make well informed decisions about development projects
- Improve your confidence and management of the NPD process
- Develop credible and persuasive justifications for NPD to gain support from internal stakeholders
- Enjoy networking and discussing the challenges of driving NPD in organisations large and small

### **Content**

A blend of presentations, video and working group tasks as well as debate and networking activities, split into four segments:

#### 1 Discover

A group activity which will develop ideas for potential new products and then prioritise them

#### 2 Define

The situation analysis using the 6 Cs

Competitor analysis using Score cards  
Consumer profiling  
Channel analysis  
Category data

### 3 Develop

Getting the project underway and eliciting support from your peers  
Project justification model with a live example from the ideas generated earlier in the day

### Stage 4 Deliver

The launch  
A marketing plan  
Top 10 NPD successes of 2017



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