



CLIENT & RESEARCH FEATURES

Client:

Confidential Manufacturing Firm

Research Features:

- Focus Group
- Primary Research
- Study Design
- Study Management
- Survey Instrument Design
- Instrument Testing
- Response Tabulation
- Analysis
- Report Preparation
- Presentation of Findings

Desired Product Attributes and Features

Situation

- The client was exploring the feasibility of developing a new product intended to fill a need in an underserved niche in the market
- To differentiate the new product from any competitor's products, the client wanted to understand the product attributes most desired by the target market

Approach

The research was initiated by conducting two focus group sessions with randomly selected members of the target market. The focus groups were used to gain a better understanding of the decision makers desired product attributes. The information from the focus groups was used to guide the development of a survey instrument. Initially, the client had requested a telephone survey. When this method was evaluated it was determined that a telephone survey would yield a lower response rate, extending the study's timeline and delaying the ultimate findings. The decision was made to conduct the survey via a distributed questionnaire. The survey instrument was finalized, tested, and sent to members of the study group. The results were analyzed and a report was prepared for management. When the desired product attributes were compared with the engineering and manufacturing requirements of obtaining those attributes it was determined that the production and shipping costs associated with the product would be too high to price the product competitively in the market. The new product line would not be pursued.

Benefits

- Based on the research findings on what would be required to differentiate its product from the competition, the client decided to abandon plans for the new product
- The client's decision spared the tremendous expenditure of time, energy, and money on the cost of promoting the new product as well as the design, testing, and manufacturing of a product that would ultimately prove unprofitable