

CFAM3.2.1

Establish requirements for products/services



Overview

This is about identifying the opportunities and assessing the demand for new products/ services based upon marketing intelligence and customer insights. It includes testing ideas and establishing a case for their development and making a risk assessment of the opportunities.

This unit is recommended for first line and middle marketing managers. Such marketers might be employed directly by the organisation seeking to establish requirements for its existing/potential products/services, or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 identify clearly the scope of products/services of interest to the organisation
 - P2 identify and explore opportunities for new and for developing existing products/services
 - P3 make recommendations for testing new products/services ideas, setting out a clear rationale and how the results will inform any future development
 - P4 agree methods for testing new products/services, confirming the actions, resources required and timescale for the test
 - P5 agree the criteria for evaluating the test
 - P6 obtain and allocate correctly the resources required for conducting the test
 - P7 conduct the testing of new product/service ideas correctly, and record the methodology and outcomes correctly
 - P8 confirm that the results are accurate, and are collated and communicated to the relevant person(s)
 - P9 set out clear, persuasive and reasoned recommendations, setting out how the opportunity for new products/services might be taken forward

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of testing new ideas for products/services and methods for doing this
- K2 the importance of ensuring that the new product strategy is in line with overall marketing objectives
- K3 sources of ideas for potential new products/services, including customer facing teams, and customers
- K4 how to distinguish between product ideas, concepts and image, and the stages and methods of screening/trialling applicable to each, including the relative advantages and disadvantages of different types of market trials
- K5 how to prepare a valid business case and the key factors to be considered when justifying the development and marketing of new products/services

You need to know and understand:

Industry/sector specific knowledge and understanding

- K6 the principal distribution channels available to the organisation, and how to assess their appropriateness when exploring the potential for new products/services

You need to know and understand:

Context specific knowledge and understanding

- K7 the organisation's overall marketing strategy and objectives, and its implications for your area of operations
- K8 features and trends relating to products/services within your own area of operations
- K9 limits of your own authority and responsibility and to whom to refer when these are exceeded

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Additional Information

Behaviours

1. You demonstrate a clear understanding of different customers and their real and perceived needs
2. You identify opportunities to develop, match and tailor products/services to meet customer needs
3. You articulate the assumptions made, and risks involved, in assessing the outcomes from tests
4. You check the validity and reliability of information
5. You present information clearly, concisely and accurately

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