

Prof. Frank Sander
Sander Design

PRODUCT DEVELOPMENT OBJECTIVES

TOP LEVEL

Me-Too Product

Look and Style
Identical Product

Pioneering
Product

Intelligent
Product

Exclusive
Product

Reliable
Product

Sellable
Product

Cheap Mass
Product

Me-Too Product

MARGINAL LEVEL



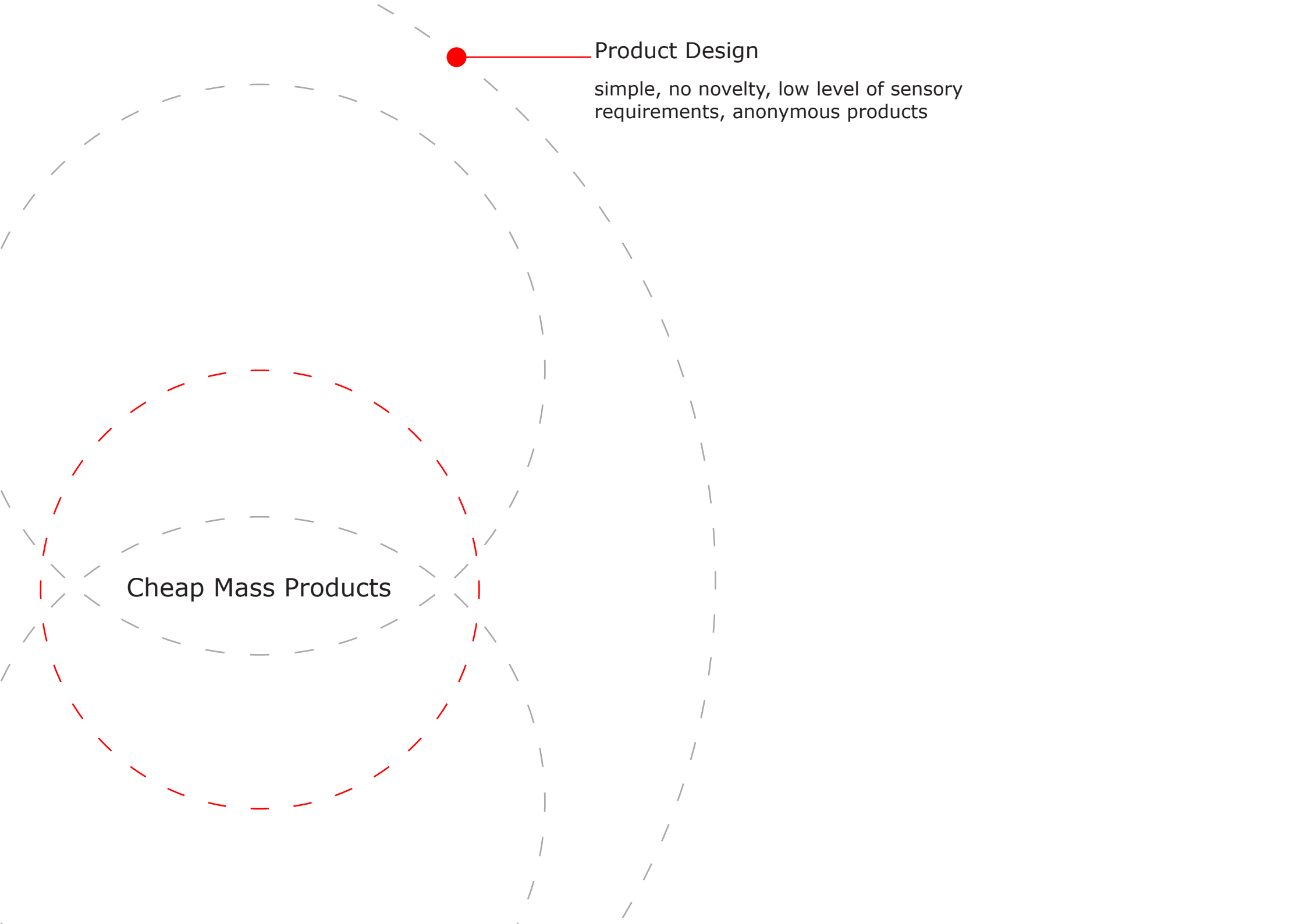
Cheap Mass Products

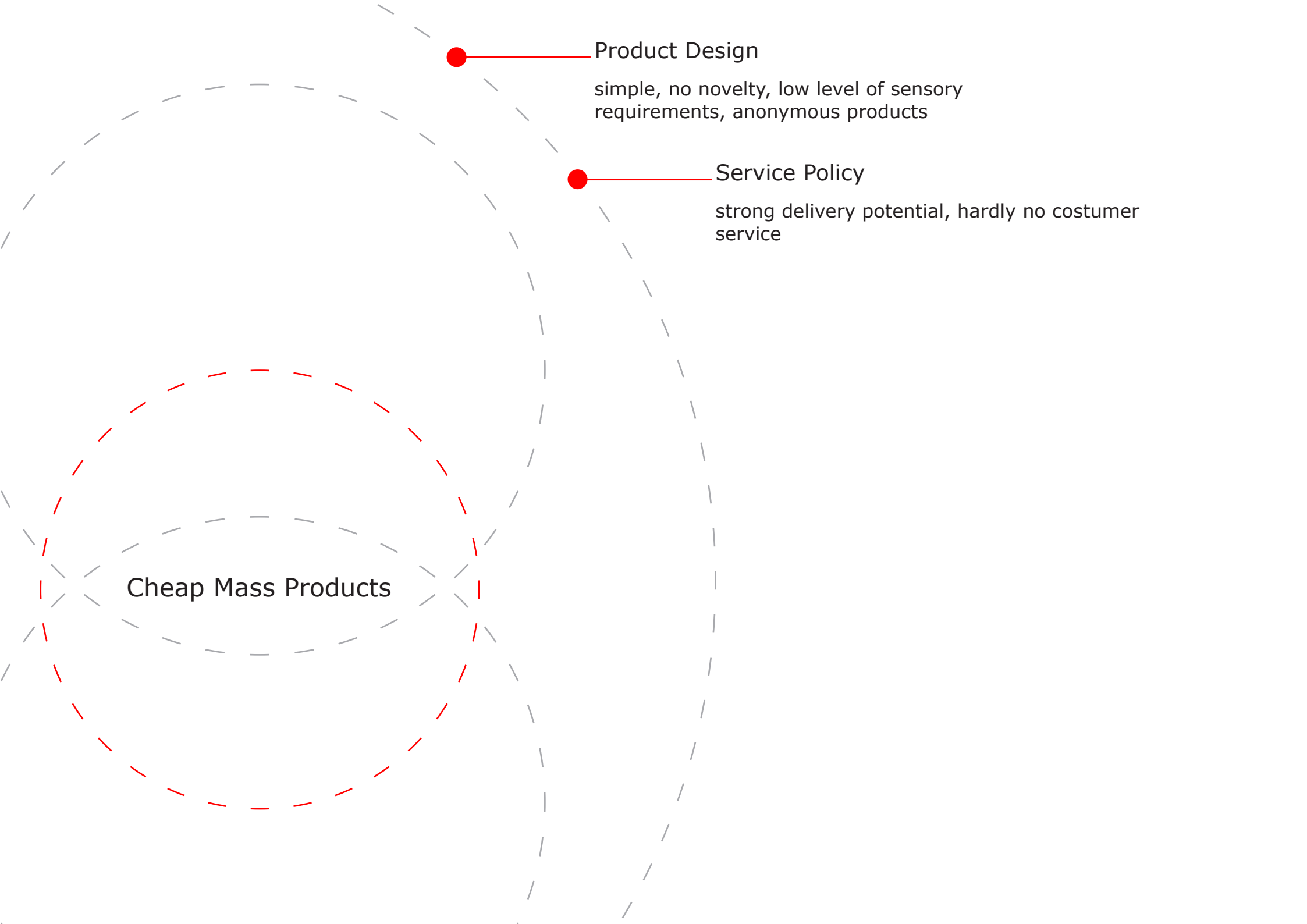


Product Design

simple, no novelty, low level of sensory requirements, anonymous products

Cheap Mass Products





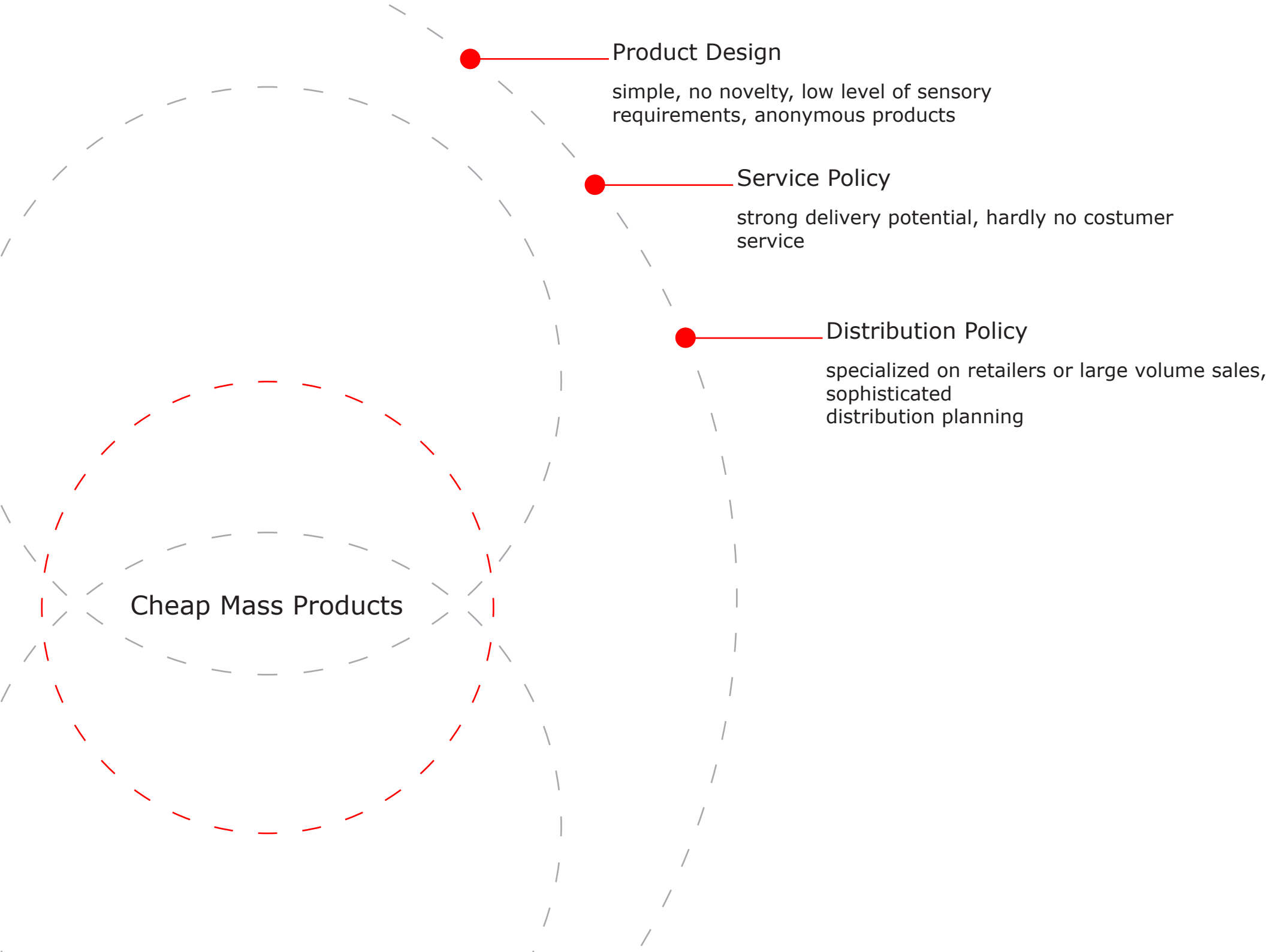
Cheap Mass Products

Product Design

simple, no novelty, low level of sensory requirements, anonymous products

Service Policy

strong delivery potential, hardly no customer service



Cheap Mass Products

Product Design

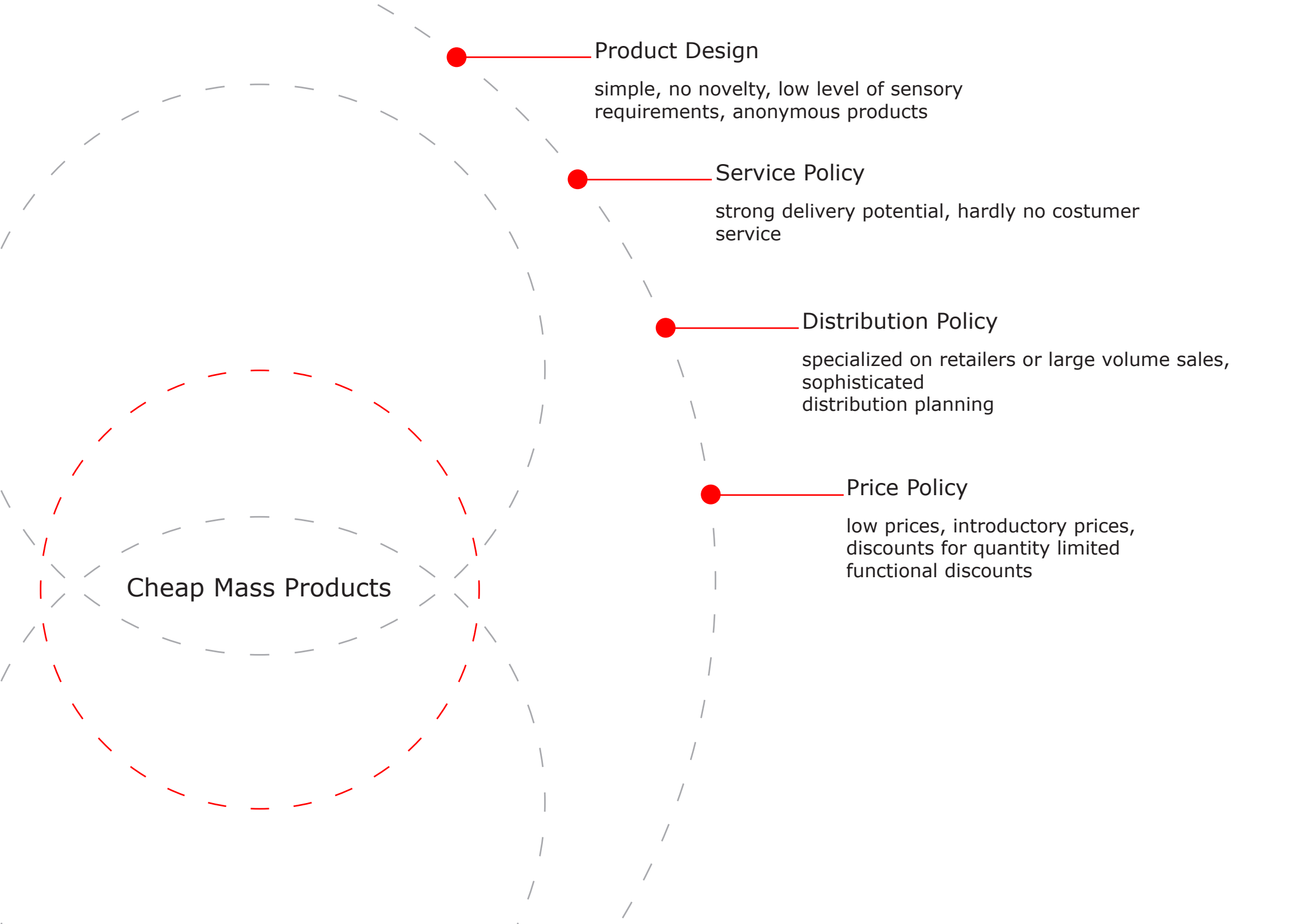
simple, no novelty, low level of sensory requirements, anonymous products

Service Policy

strong delivery potential, hardly no customer service

Distribution Policy

specialized on retailers or large volume sales, sophisticated distribution planning



Product Design

simple, no novelty, low level of sensory requirements, anonymous products

Service Policy

strong delivery potential, hardly no customer service

Distribution Policy

specialized on retailers or large volume sales, sophisticated distribution planning

Price Policy

low prices, introductory prices, discounts for quantity limited functional discounts

Cheap Mass Products

Cheap Mass Products

Product Design

simple, no novelty, low level of sensory requirements, anonymous products

Service Policy

strong delivery potential, hardly no customer service

Distribution Policy

specialized on retailers or large volume sales, sophisticated distribution planning

Price Policy

low prices, introductory prices, discounts for quantity limited functional discounts

Communication Policy

only by products aggressive advertisement with wide distribution, very limited amount of production presentation

Cheap Mass Products

Product Design

simple, no novelty, low level of sensory requirements, anonymous products

Service Policy

strong delivery potential, hardly no customer service

Distribution Policy

specialized on retailers or large volume sales, sophisticated distribution planning

Price Policy

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Communication Policy

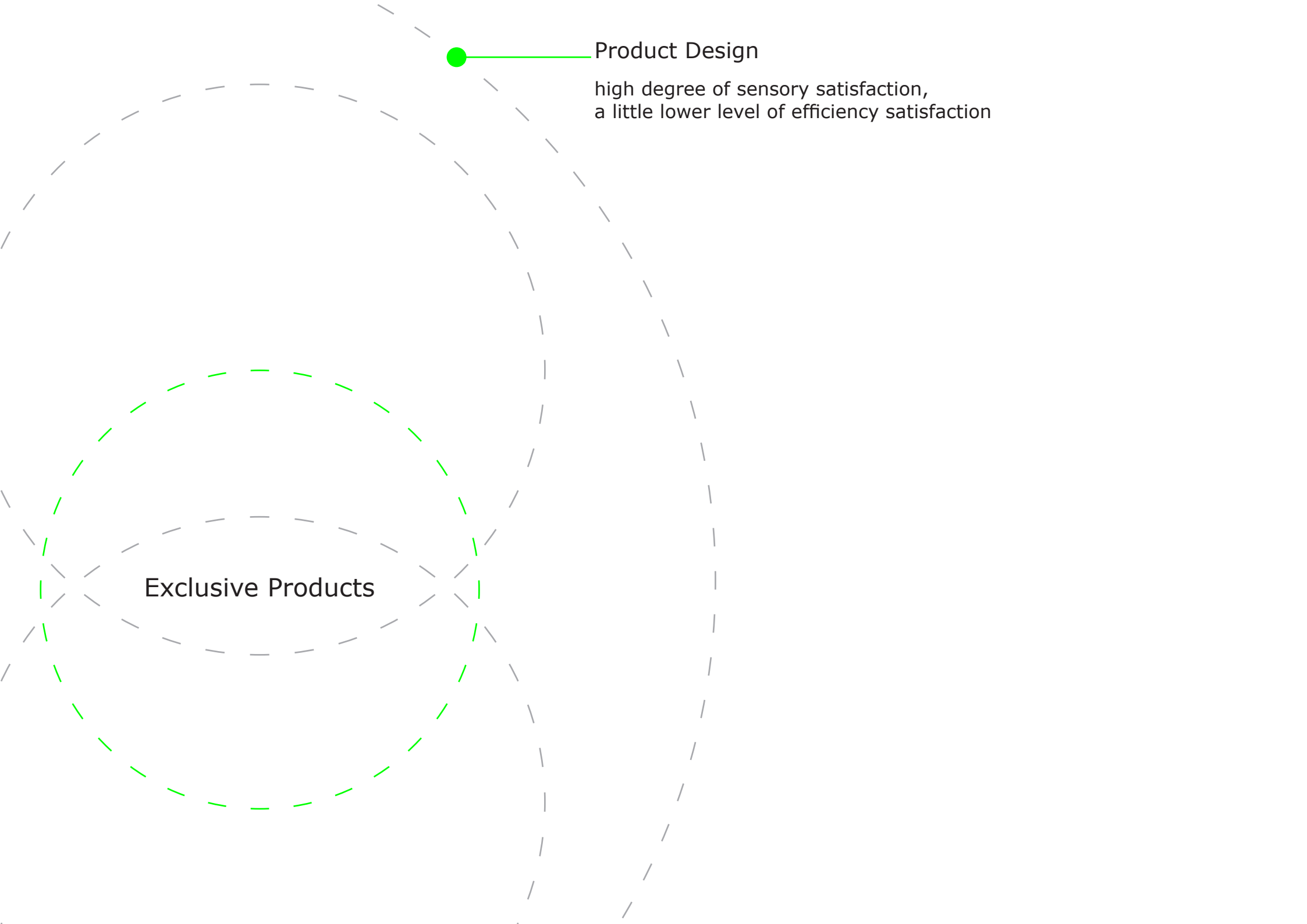
only by products aggressive advertisement with wide distribution, very limited amount of production presentation

Structure of Company

large company, absolutely exact calculation, only small margin of fluctuation in sales are allowed



Exclusive Products



Product Design

high degree of sensory satisfaction,
a little lower level of efficiency satisfaction

Exclusive Products



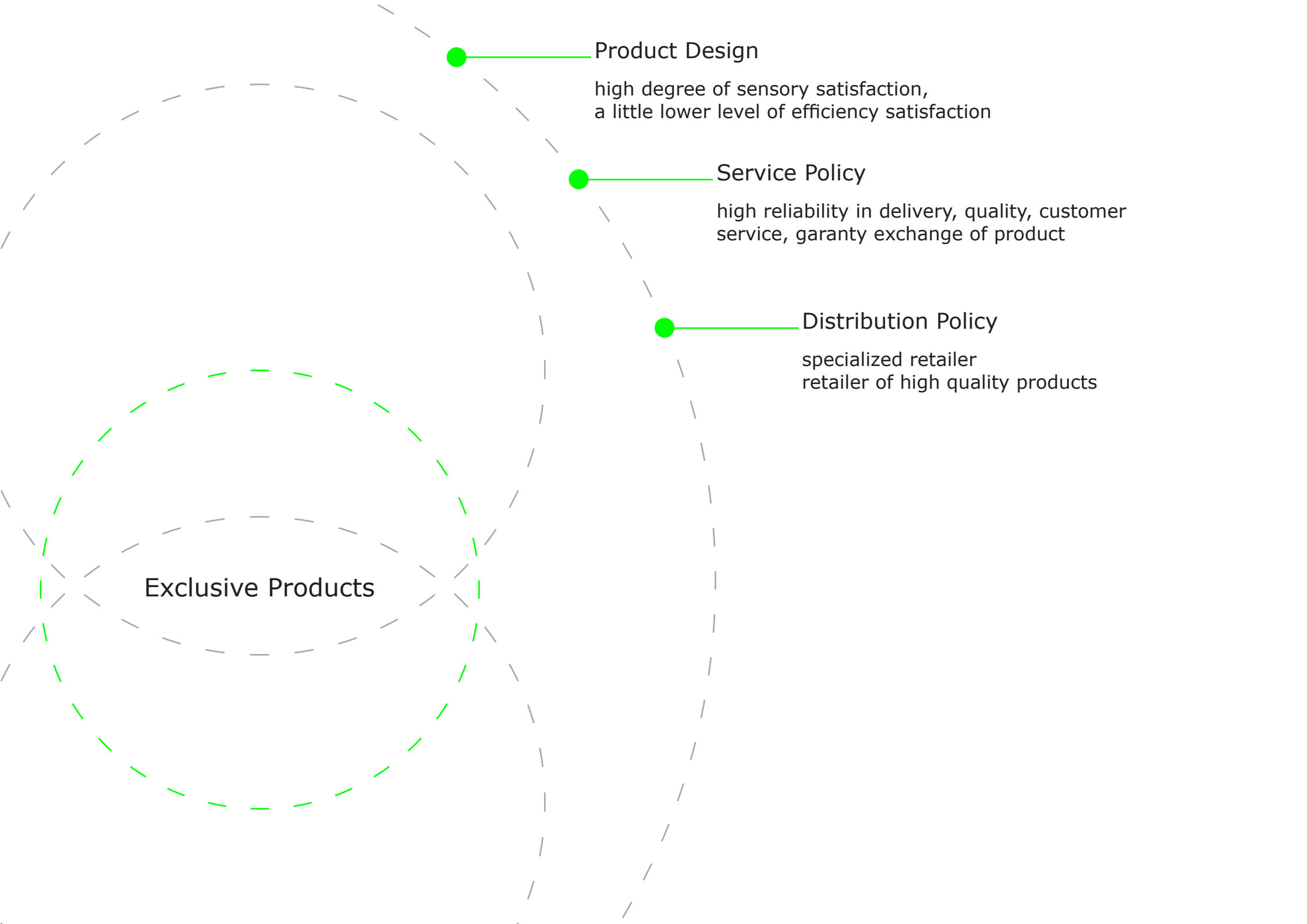
Product Design

high degree of sensory satisfaction,
a little lower level of efficiency satisfaction

Service Policy

high reliability in delivery, quality, customer
service, garanty exchange of product

Exclusive Products



Product Design

high degree of sensory satisfaction,
a little lower level of efficiency satisfaction

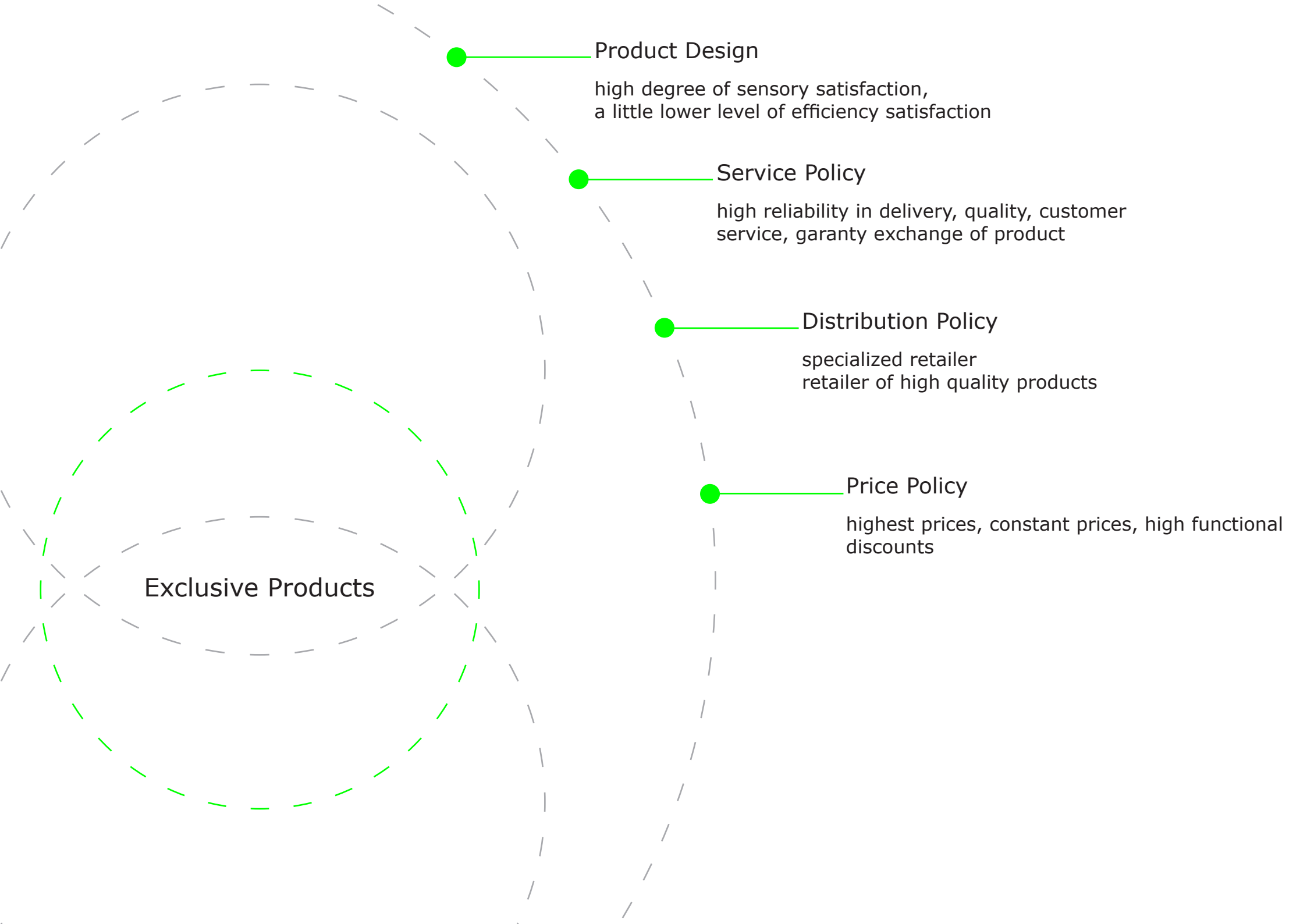
Service Policy

high reliability in delivery, quality, customer
service, warranty exchange of product

Distribution Policy

specialized retailer
retailer of high quality products

Exclusive Products



Exclusive Products

Product Design

high degree of sensory satisfaction,
a little lower level of efficiency satisfaction

Service Policy

high reliability in delivery, quality, customer
service, warranty exchange of product

Distribution Policy

specialized retailer
retailer of high quality products

Price Policy

highest prices, constant prices, high functional
discounts

Exclusive Products

Product Design

high degree of sensory satisfaction,
a little lower level of efficiency satisfaction

Service Policy

high reliability in delivery, quality, customer
service, warranty exchange of product

Distribution Policy

specialized retailer
retailer of high quality products

Price Policy

highest prices, constant prices, high functional
discounts

Communication Policy

exclusive catalogue design, high amount for
product presentation, training of salesman

Exclusive Products

Product Design

high degree of sensory satisfaction,
a little lower level of efficiency satisfaction

Service Policy

high reliability in delivery, quality, customer
service, warranty exchange of product

Distribution Policy

specialized retailer
retailer of high quality products

Price Policy

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Communication Policy

exclusive catalogue design, high amount for
product presentation, training of salesman

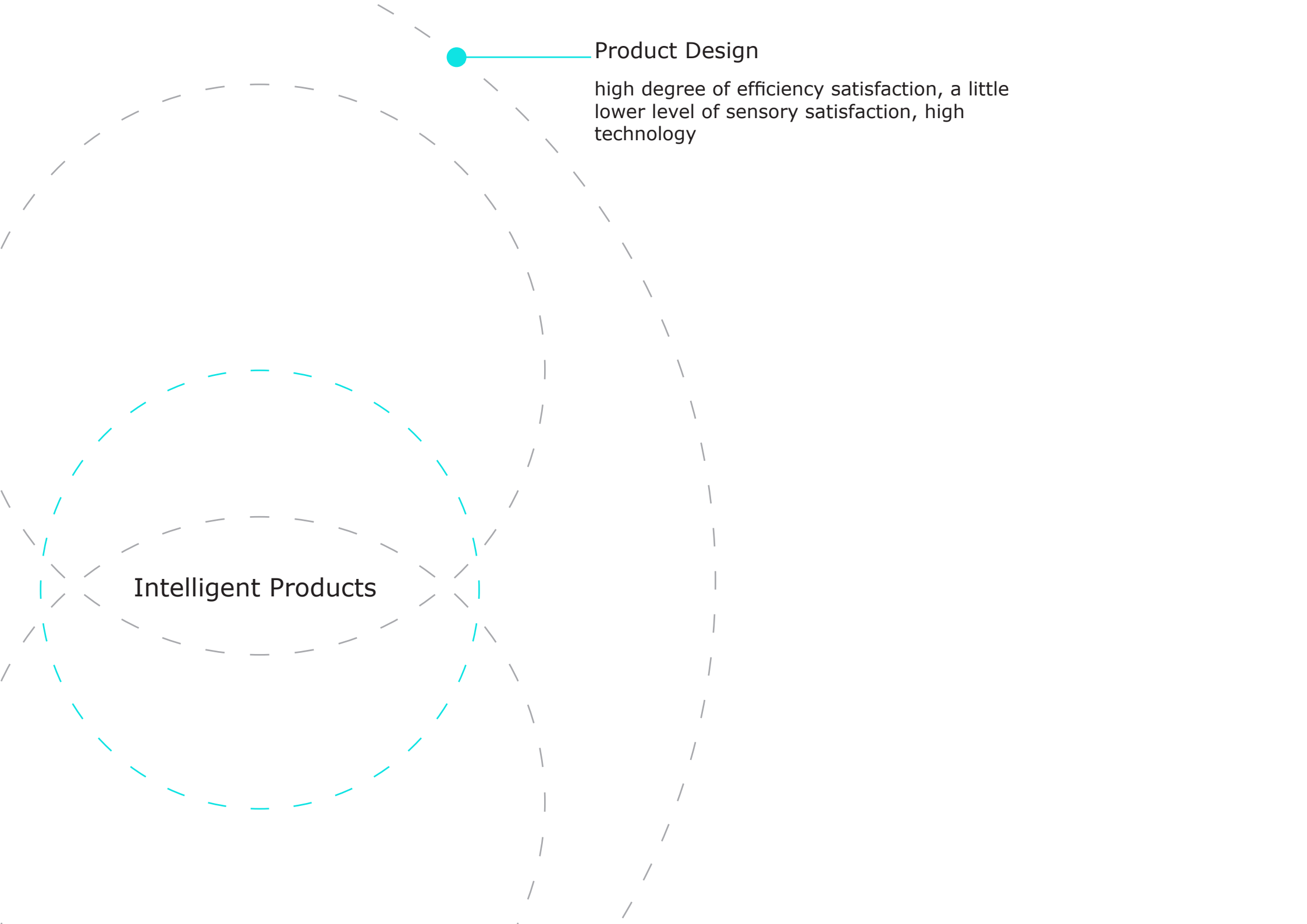
Structure of Company

small + medium size companies, very strong
identification of staff with objectives



The image features a series of concentric dashed circles on a white background. The innermost circle is cyan, followed by a grey circle, and then a larger grey circle. The text "Intelligent Products" is centered within the innermost cyan circle. The circles are partially cut off by the left and bottom edges of the frame.

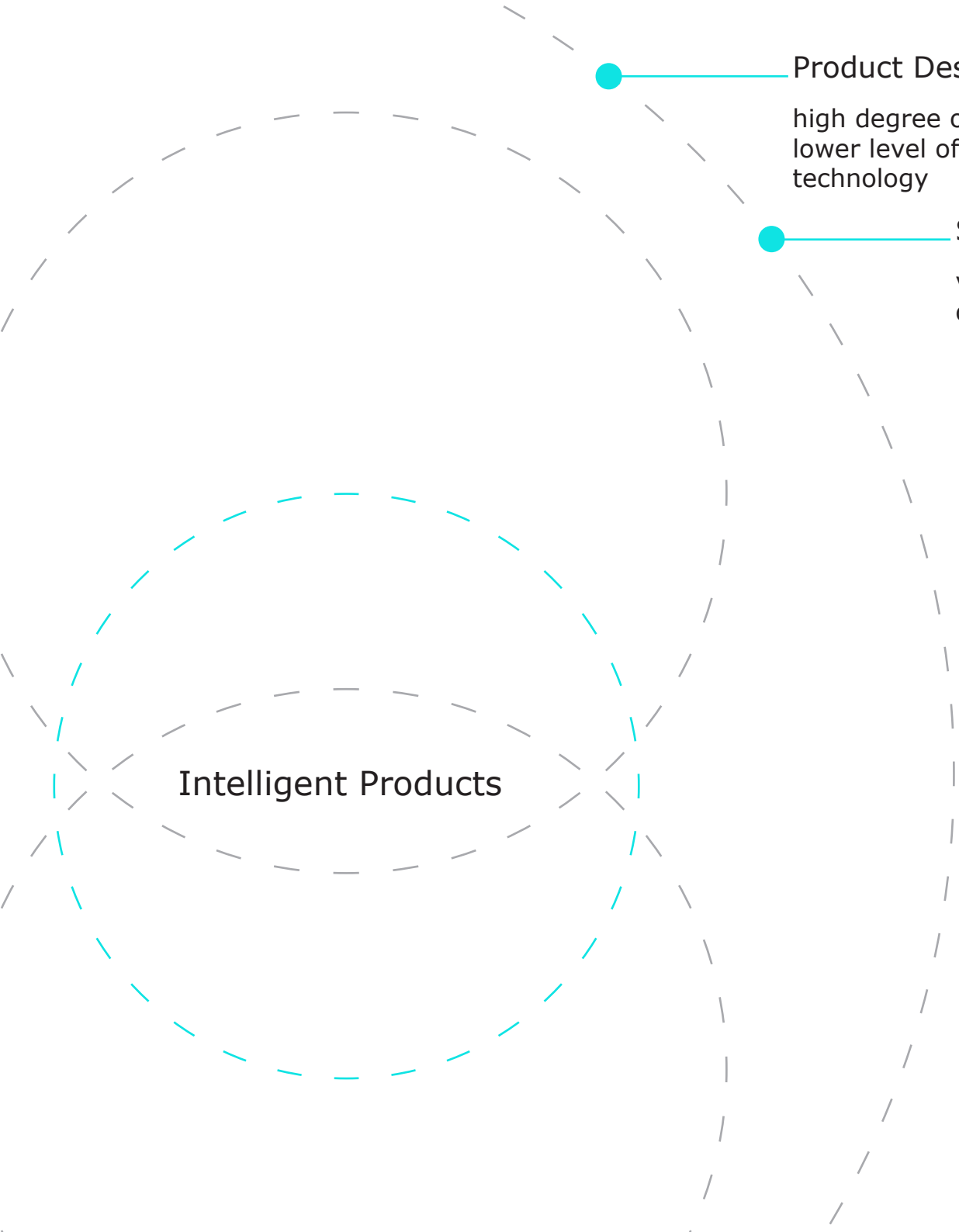
Intelligent Products



Product Design

high degree of efficiency satisfaction, a little lower level of sensory satisfaction, high technology

Intelligent Products



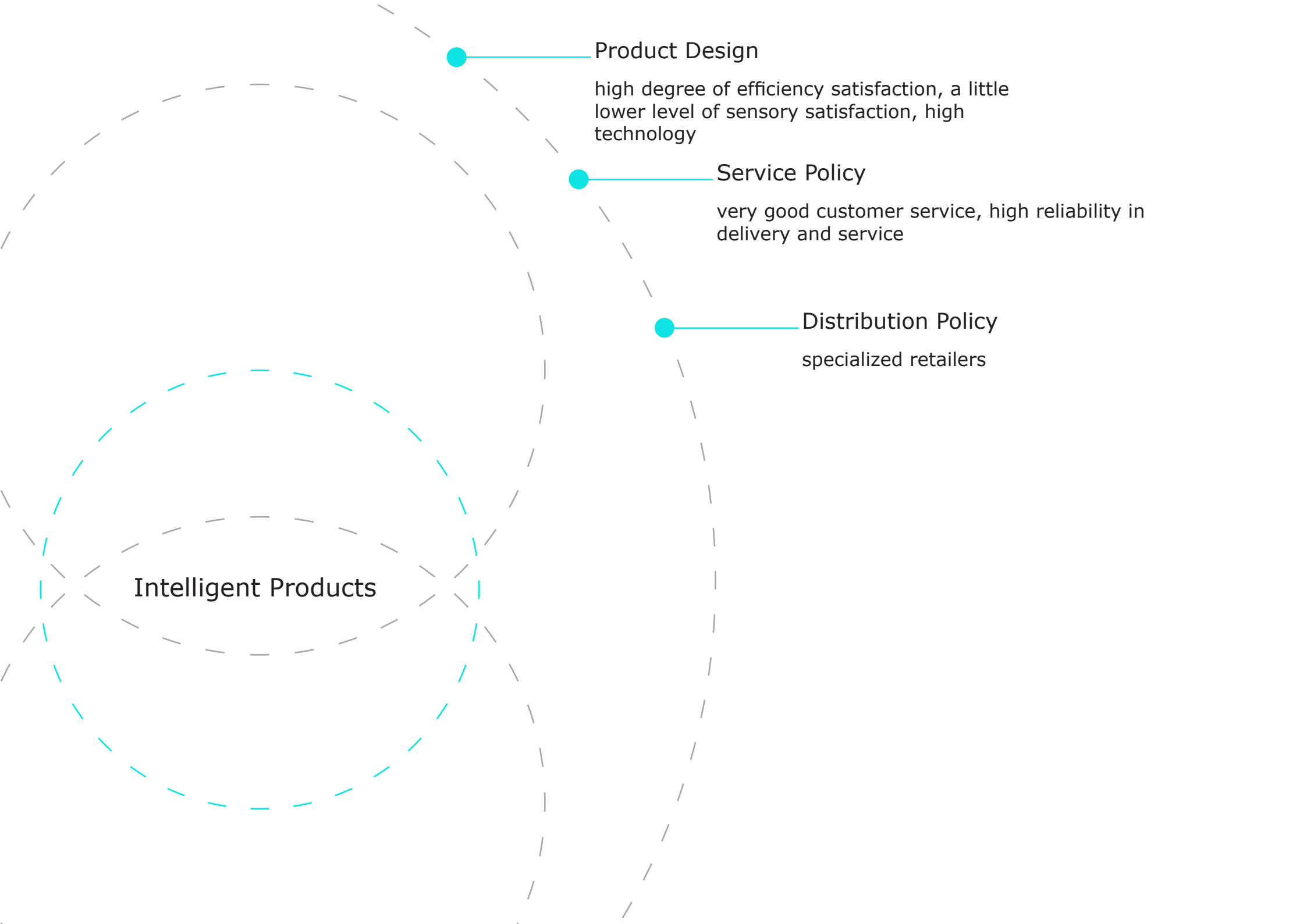
Product Design

high degree of efficiency satisfaction, a little lower level of sensory satisfaction, high technology

Service Policy

very good customer service, high reliability in delivery and service

Intelligent Products



Intelligent Products

Product Design

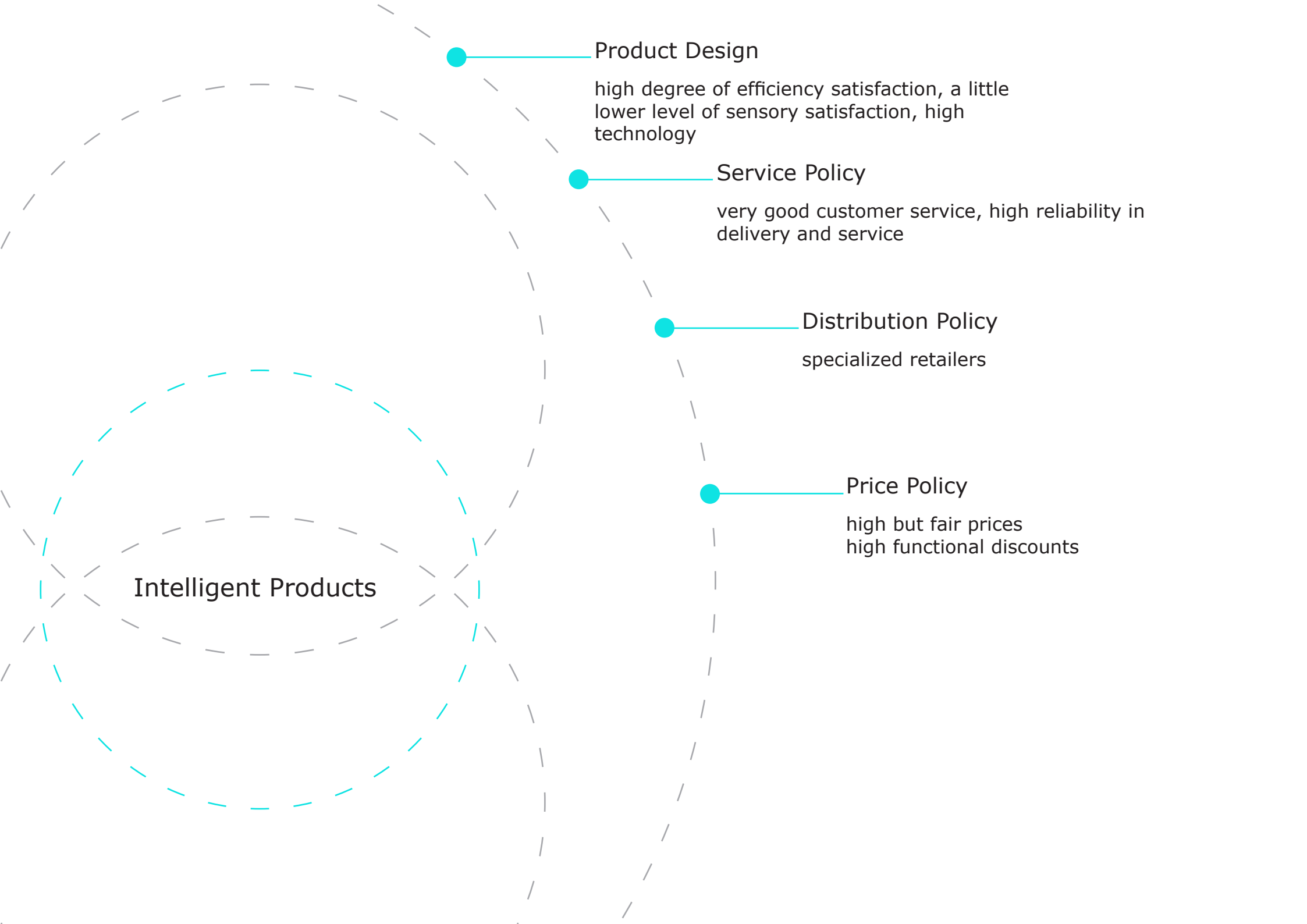
high degree of efficiency satisfaction, a little lower level of sensory satisfaction, high technology

Service Policy

very good customer service, high reliability in delivery and service

Distribution Policy

specialized retailers



Intelligent Products

Product Design

high degree of efficiency satisfaction, a little lower level of sensory satisfaction, high technology

Service Policy

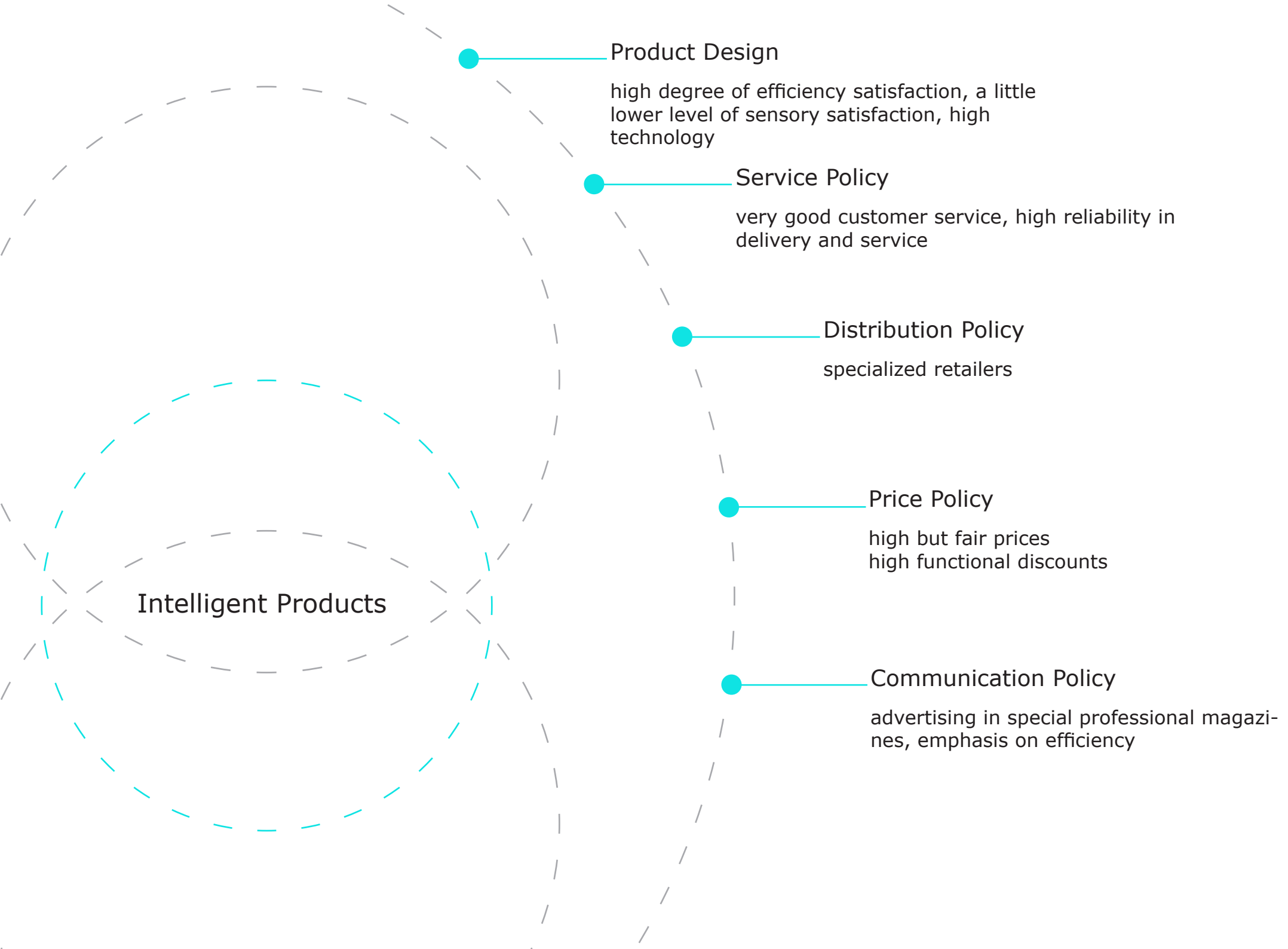
very good customer service, high reliability in delivery and service

Distribution Policy

specialized retailers

Price Policy

high but fair prices
high functional discounts



Intelligent Products

Product Design

high degree of efficiency satisfaction, a little
lower level of sensory satisfaction, high
technology

Service Policy

very good customer service, high reliability in
delivery and service

Distribution Policy

specialized retailers

Price Policy

high but fair prices
high functional discounts

Communication Policy

advertising in special professional magazi-
nes, emphasis on efficiency

Intelligent Products

Product Design

high degree of efficiency satisfaction, a little lower level of sensory satisfaction, high technology

Service Policy

very good customer service, high reliability in delivery and service

Distribution Policy

specialized retailers

Price Policy

high but fair prices
high functional discounts

Communication Policy

advertising in special professional magazines, emphasis on efficiency

Structure of Company

small companies, staff members are perfectionists, solid financial background necessary



Reliable Products

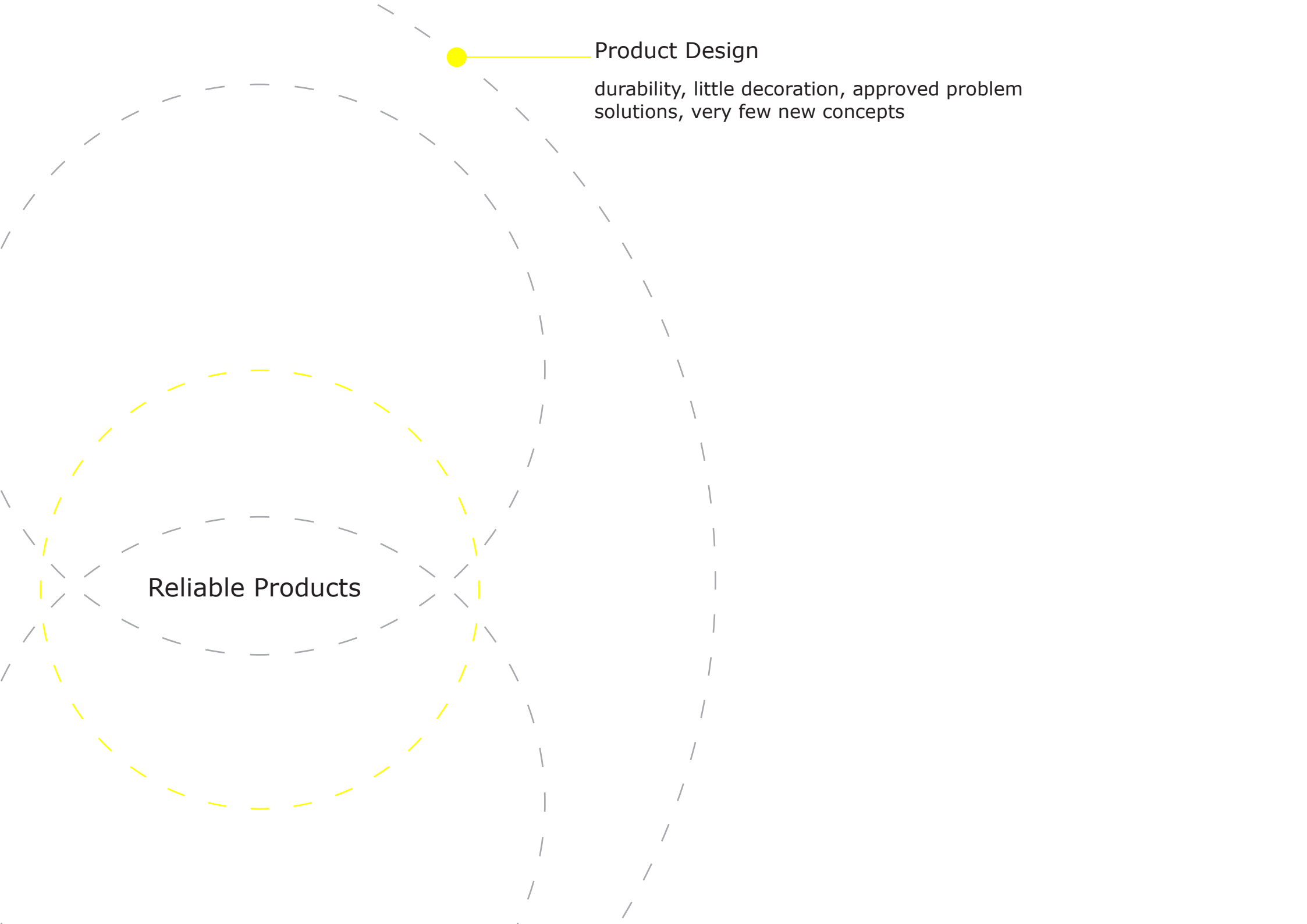
The image features a series of concentric dashed circles on a white background. The innermost circle is yellow, while the two outer circles are gray. The text "Reliable Products" is centered within the innermost yellow circle.

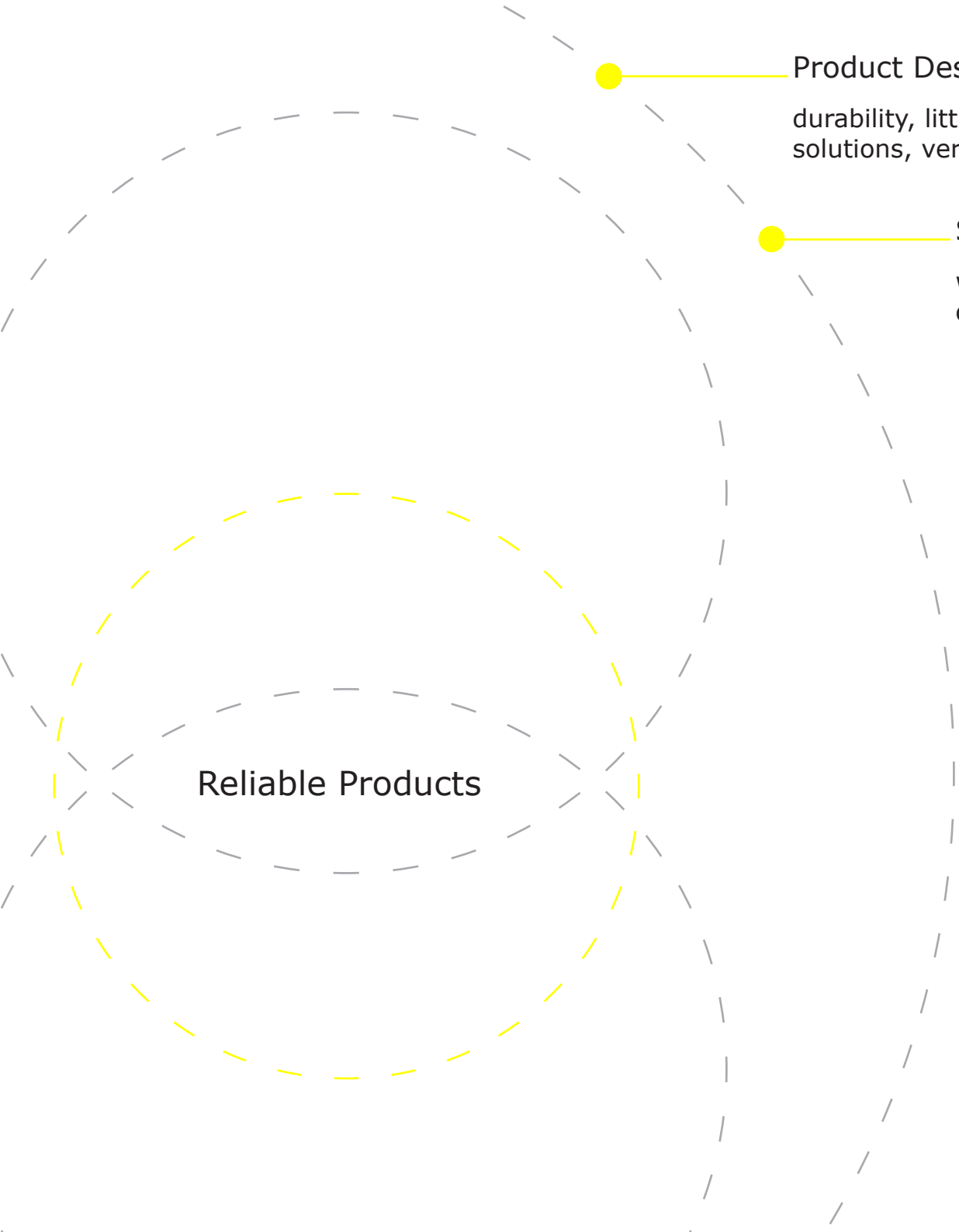


Product Design

durability, little decoration, approved problem solutions, very few new concepts

Reliable Products





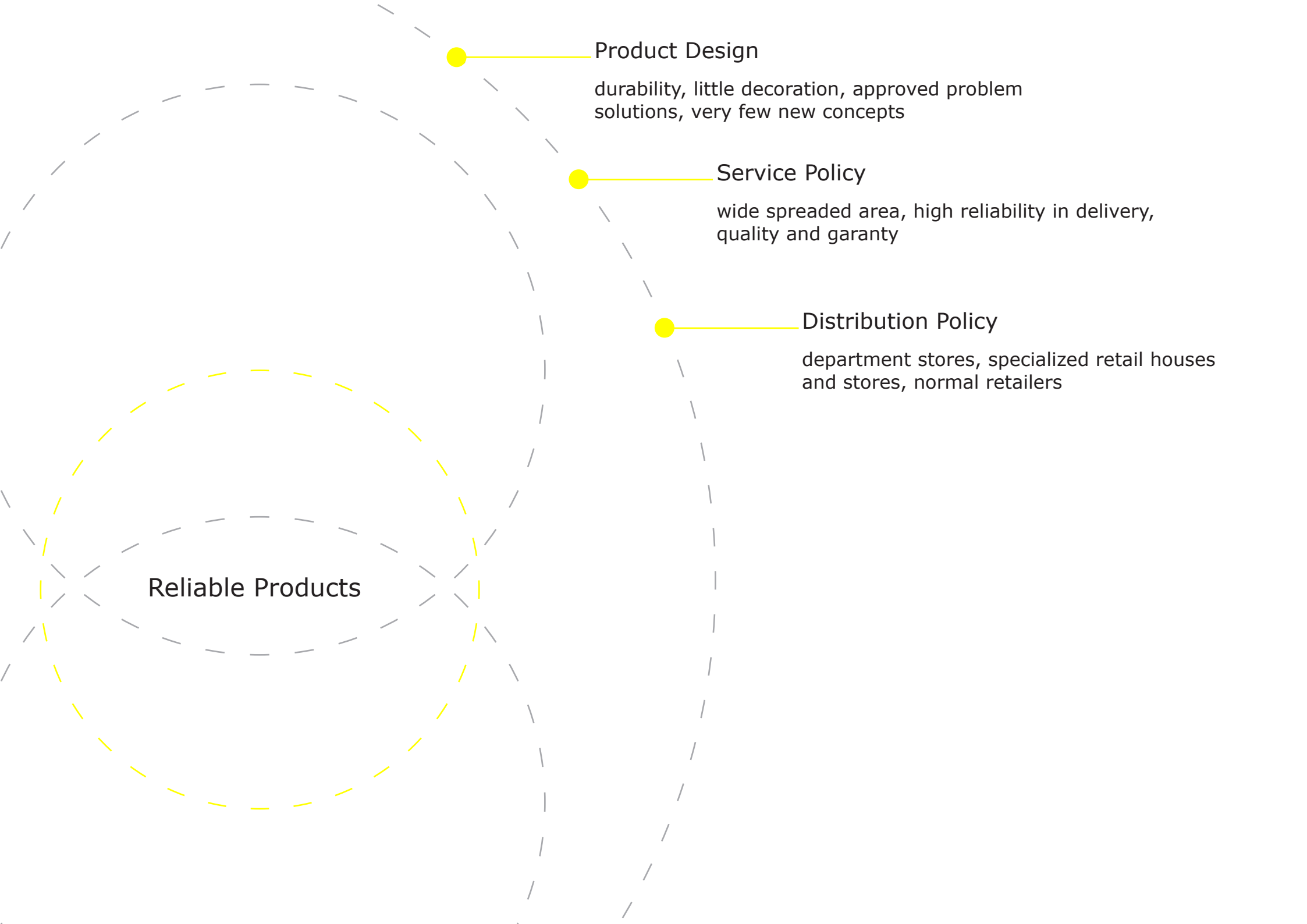
Product Design

durability, little decoration, approved problem solutions, very few new concepts

Service Policy

wide spreaded area, high reliability in delivery, quality and garanty

Reliable Products



Reliable Products

Product Design

durability, little decoration, approved problem solutions, very few new concepts

Service Policy

wide spreaded area, high reliability in delivery, quality and garanty

Distribution Policy

department stores, specialized retail houses and stores, normal retailers

Reliable Products

Product Design

durability, little decoration, approved problem solutions, very few new concepts

Service Policy

wide spreaded area, high reliability in delivery, quality and garanty

Distribution Policy

department stores, specialized retail houses and stores, normal retailers

Price Policy

reasonable prices, medium functional discounts

Reliable Products

Product Design

durability, little decoration, approved problem solutions, very few new concepts

Service Policy

wide spreaded area, high reliability in delivery, quality and garanty

Distribution Policy

department stores, specialized retail houses and stores, normal retailers

Price Policy

reasonable prices, medium functional discounts

Communication Policy

large volume advertising, advertising the efficiency, training of salesman

Reliable Products

Product Design

durability, little decoration, approved problem solutions, very few new concepts

Service Policy

wide spreaded area, high reliability in delivery, quality and garanty

Distribution Policy

department stores, specialized retail houses and stores, normal retailers

Price Policy

reasonable prices, medium functional discounts

Communication Policy

large volume advertising, advertising the efficiency, training of salesman

Structure of Company

larger company already operating on this market for long time, good production know-how



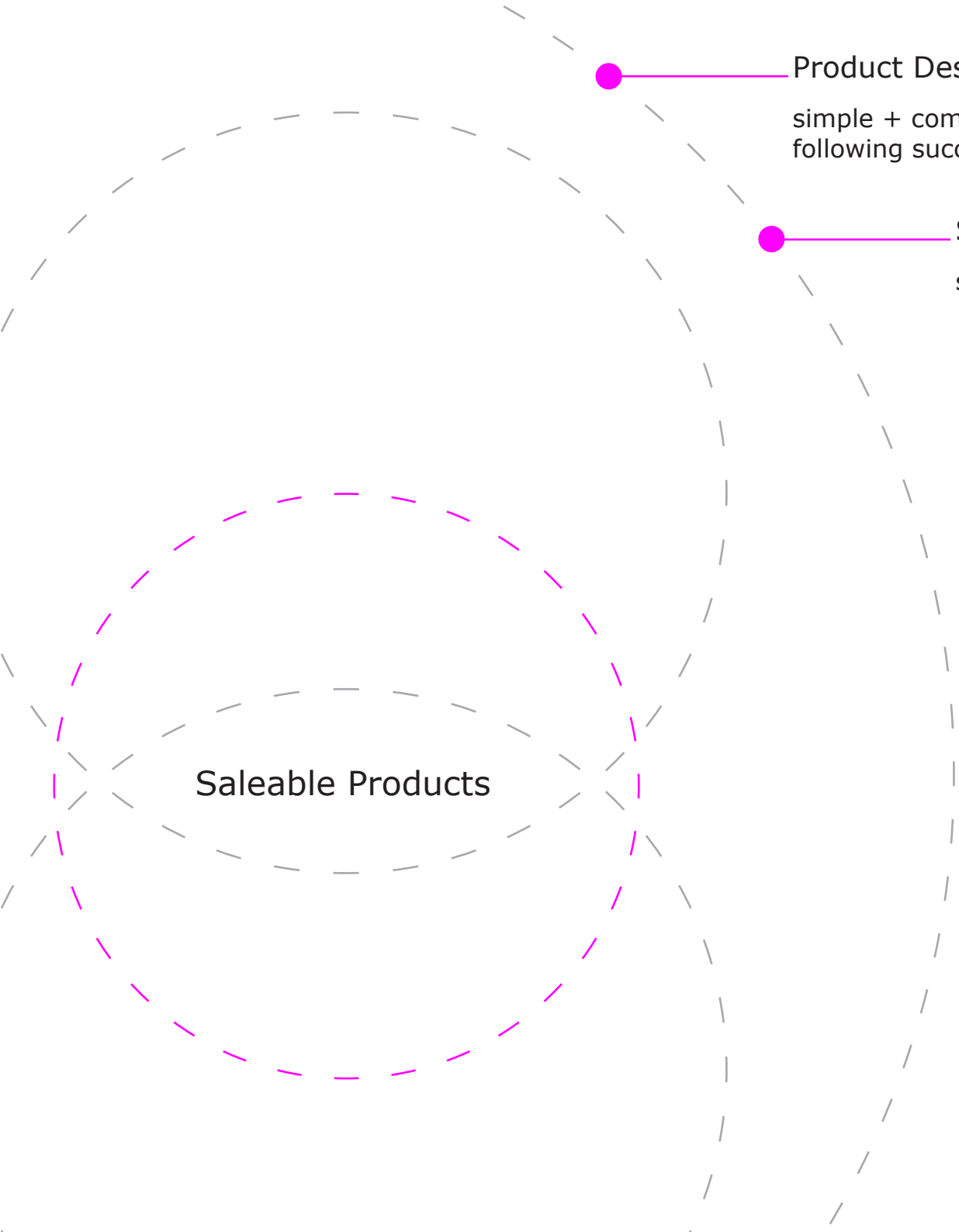
Saleable Products



Product Design

simple + commonplace products, usually following successful trends

Saleable Products



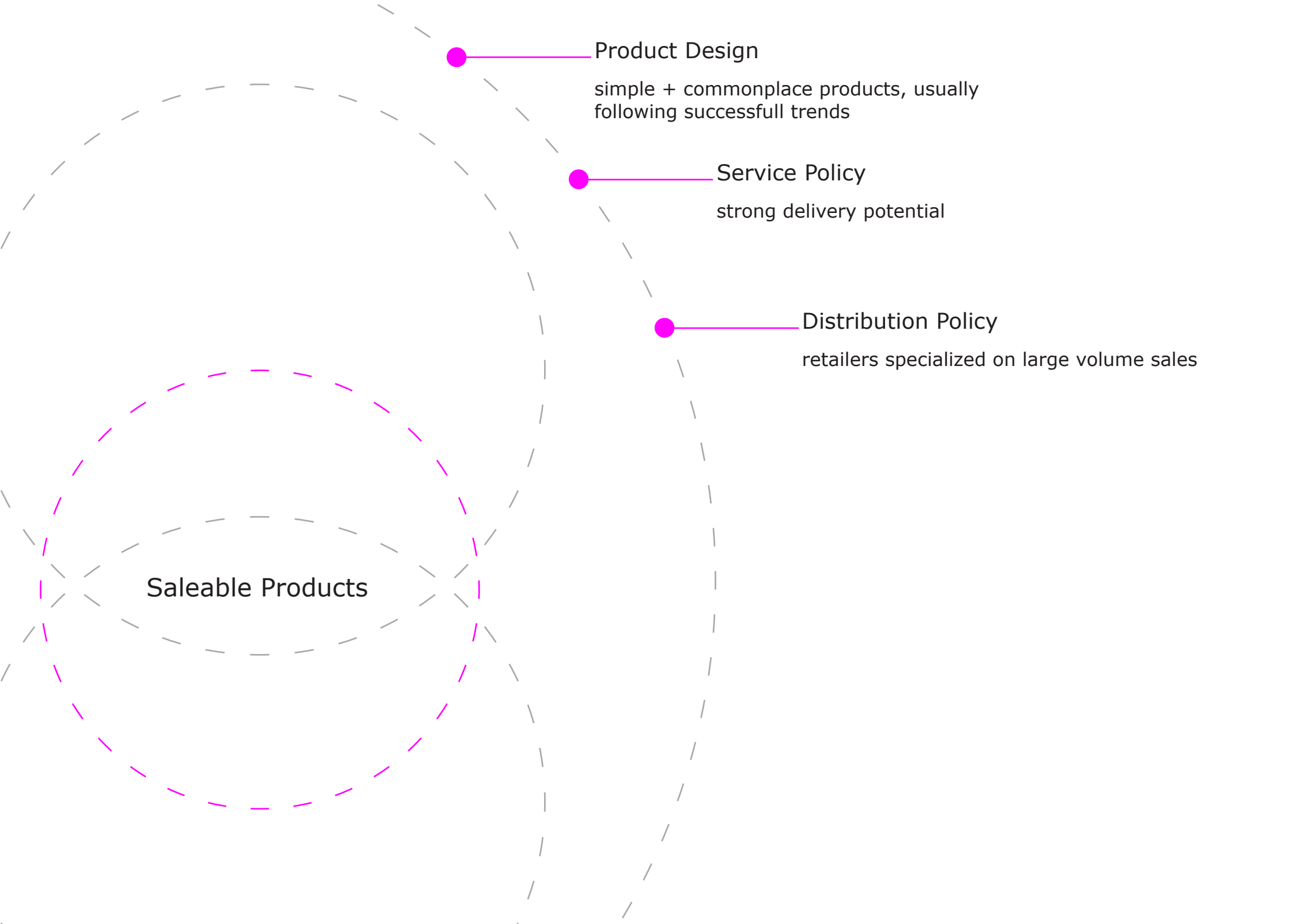
Product Design

simple + commonplace products, usually following successful trends

Service Policy

strong delivery potential

Saleable Products



Product Design

simple + commonplace products, usually following successful trends

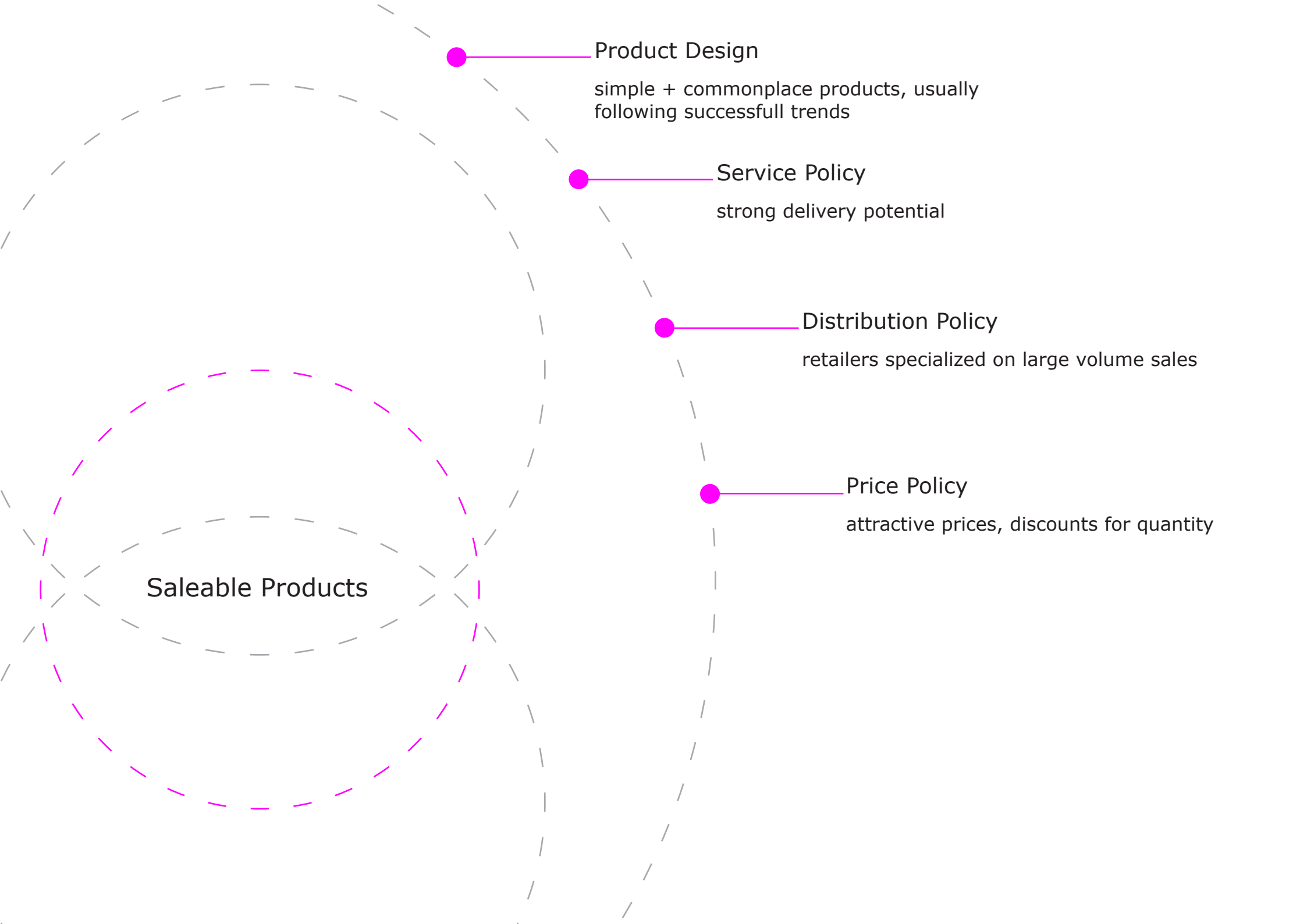
Service Policy

strong delivery potential

Distribution Policy

retailers specialized on large volume sales

Saleable Products



Saleable Products

Product Design

simple + commonplace products, usually following successful trends

Service Policy

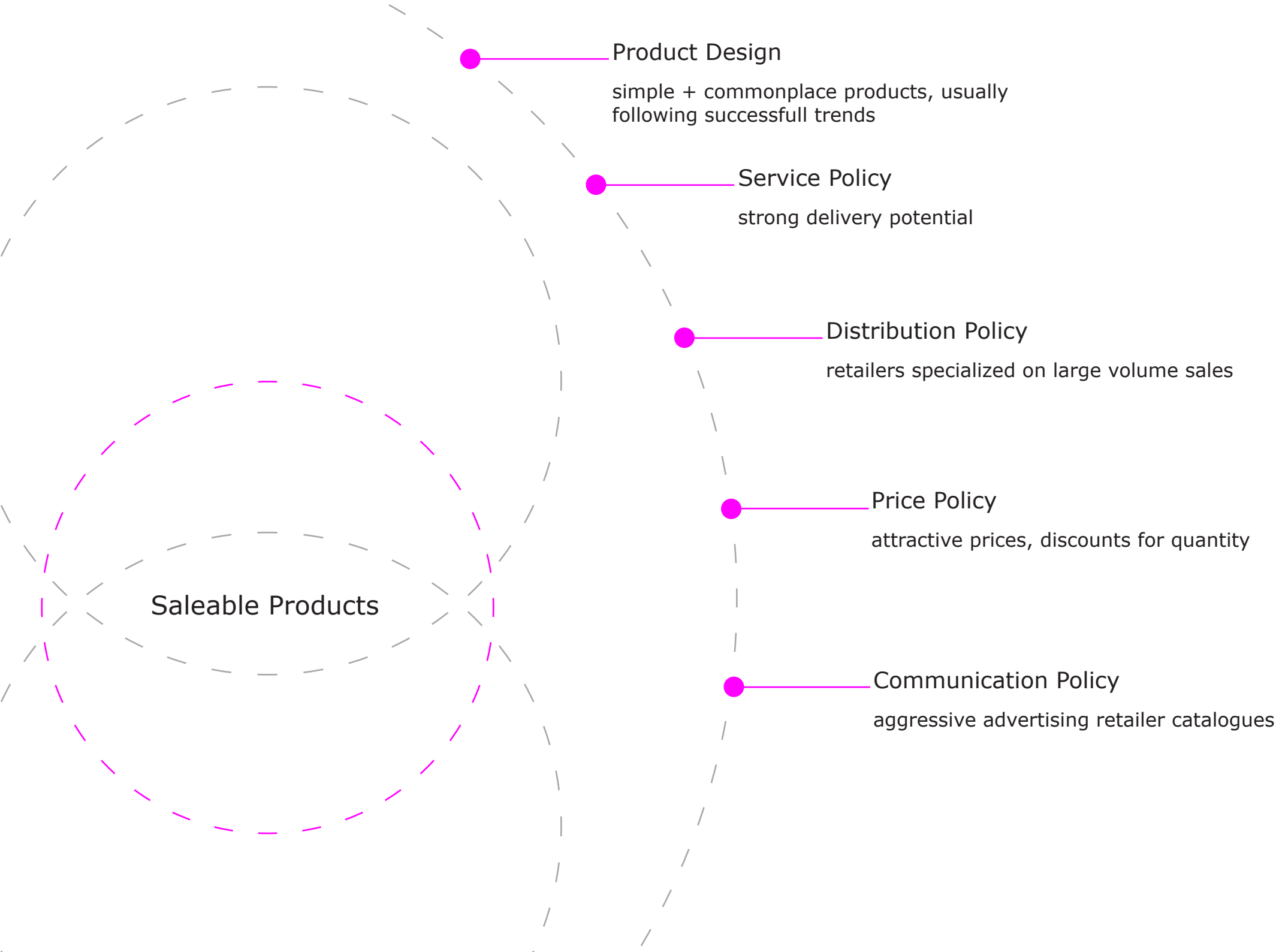
strong delivery potential

Distribution Policy

retailers specialized on large volume sales

Price Policy

attractive prices, discounts for quantity



Saleable Products

Product Design

simple + commonplace products, usually following successful trends

Service Policy

strong delivery potential

Distribution Policy

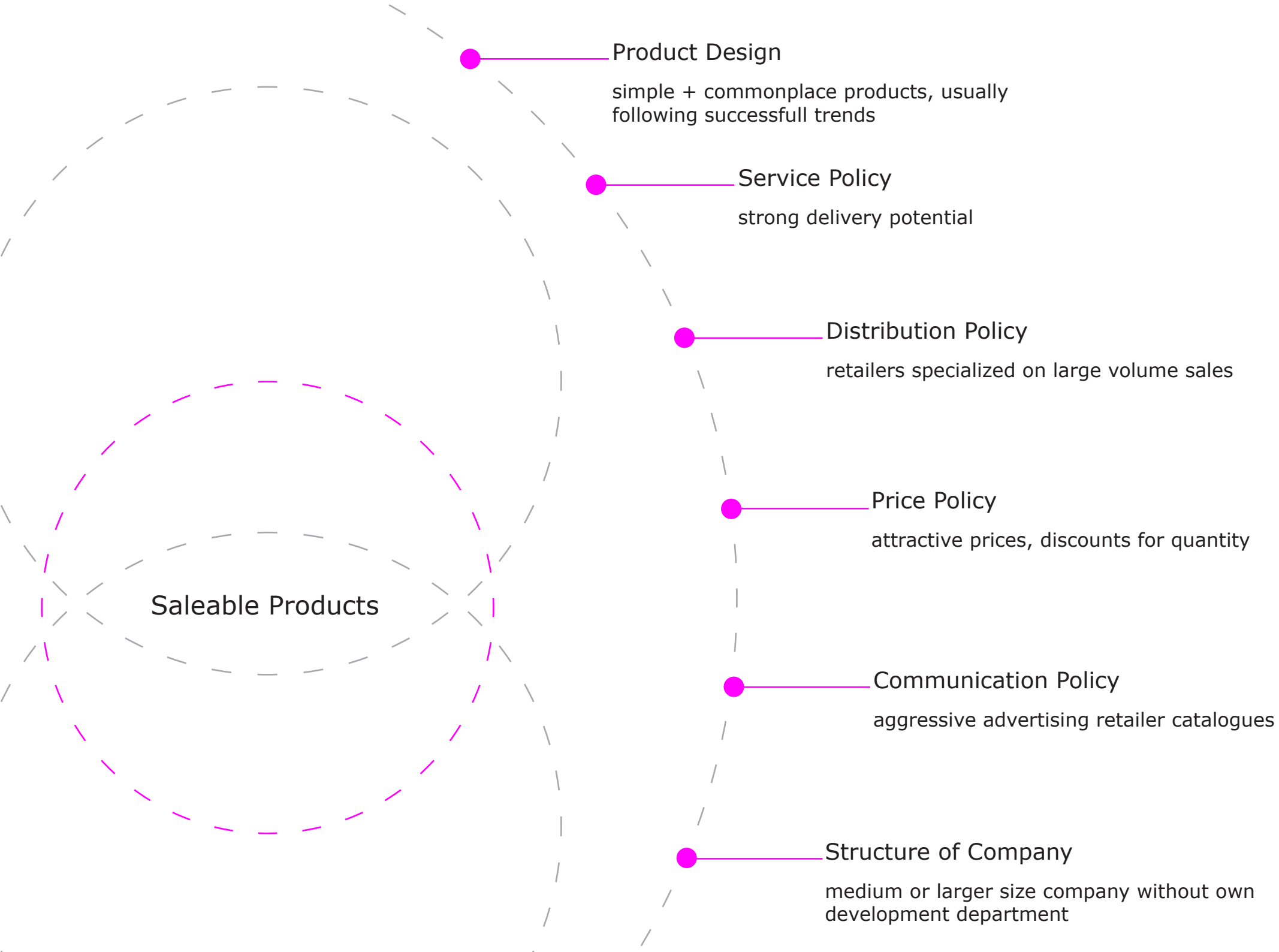
retailers specialized on large volume sales

Price Policy

attractive prices, discounts for quantity

Communication Policy

aggressive advertising retailer catalogues



Saleable Products

Product Design

simple + commonplace products, usually following successful trends

Service Policy

strong delivery potential

Distribution Policy

retailers specialized on large volume sales

Price Policy

attractive prices, discounts for quantity

Communication Policy

aggressive advertising retailer catalogues

Structure of Company

medium or larger size company without own development department



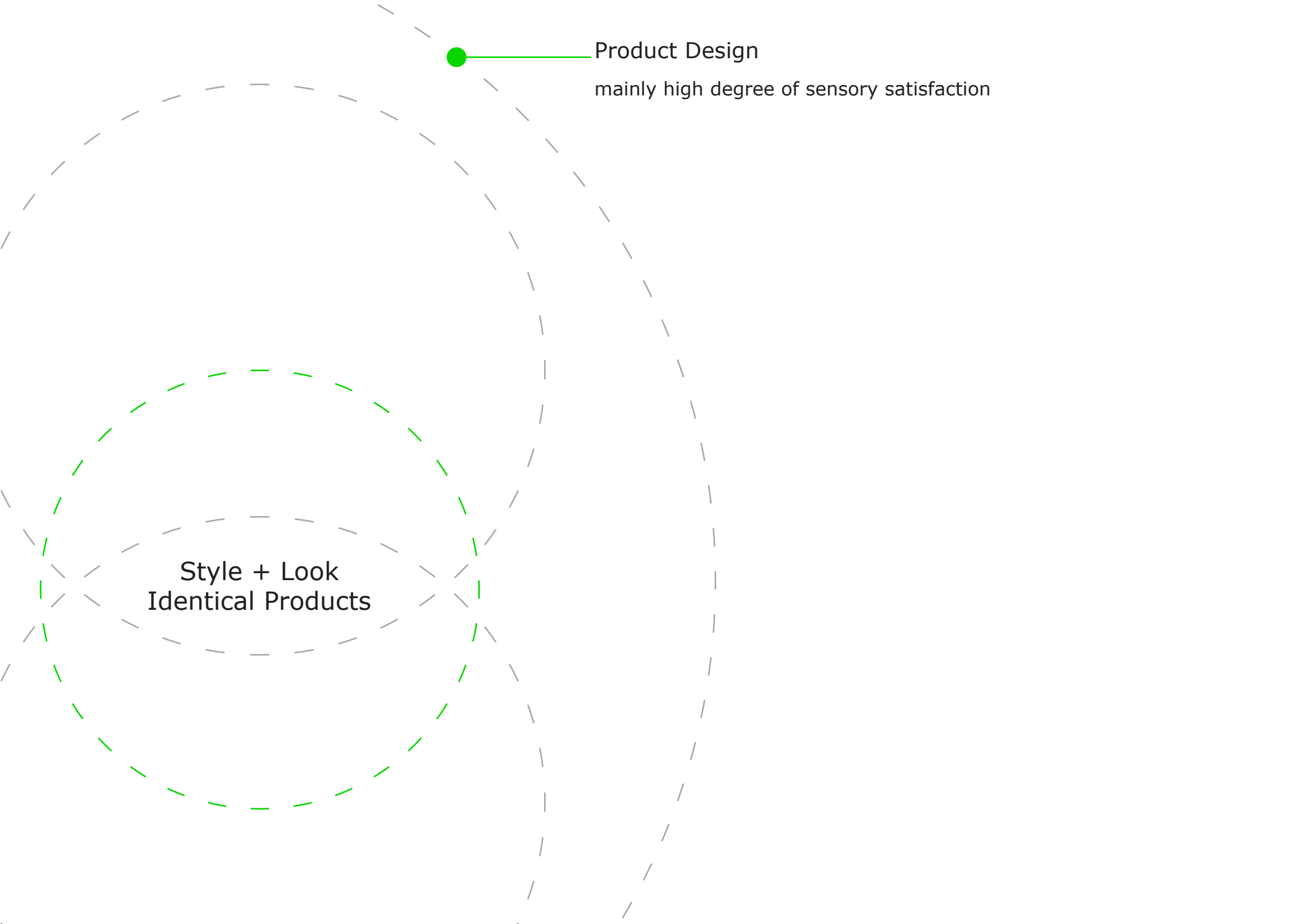
Style + Look
Identical Products

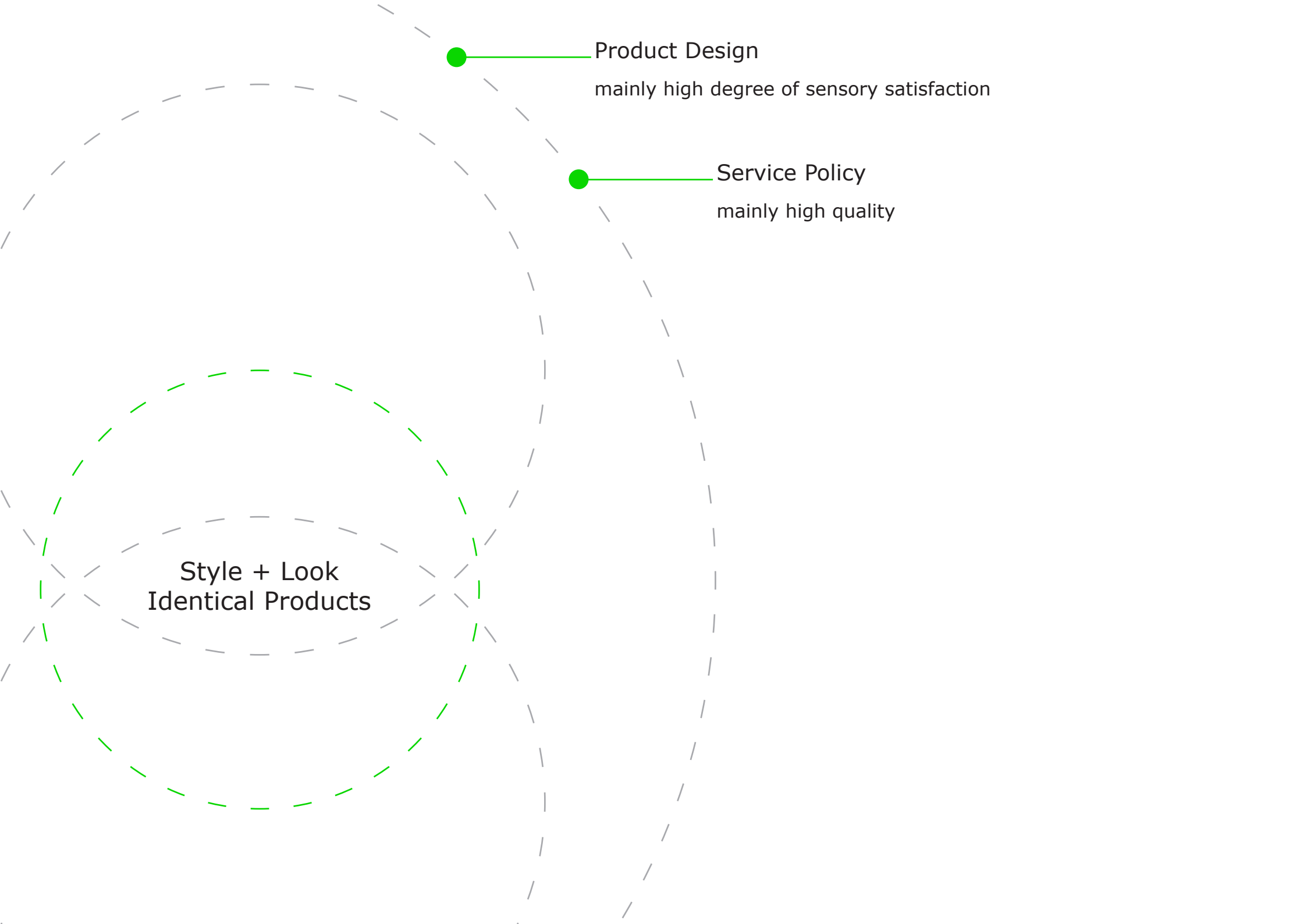


Product Design

mainly high degree of sensory satisfaction

Style + Look
Identical Products

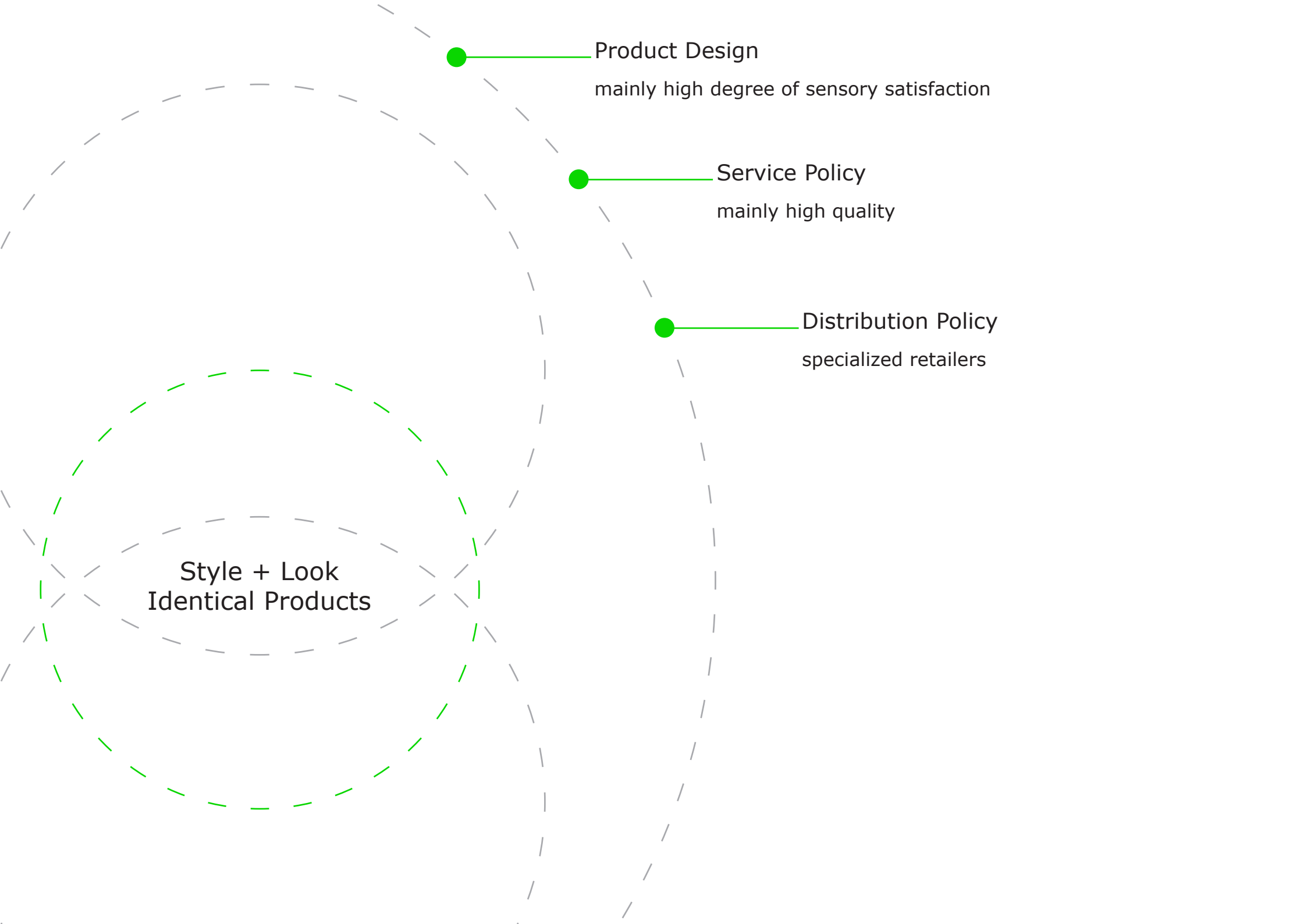


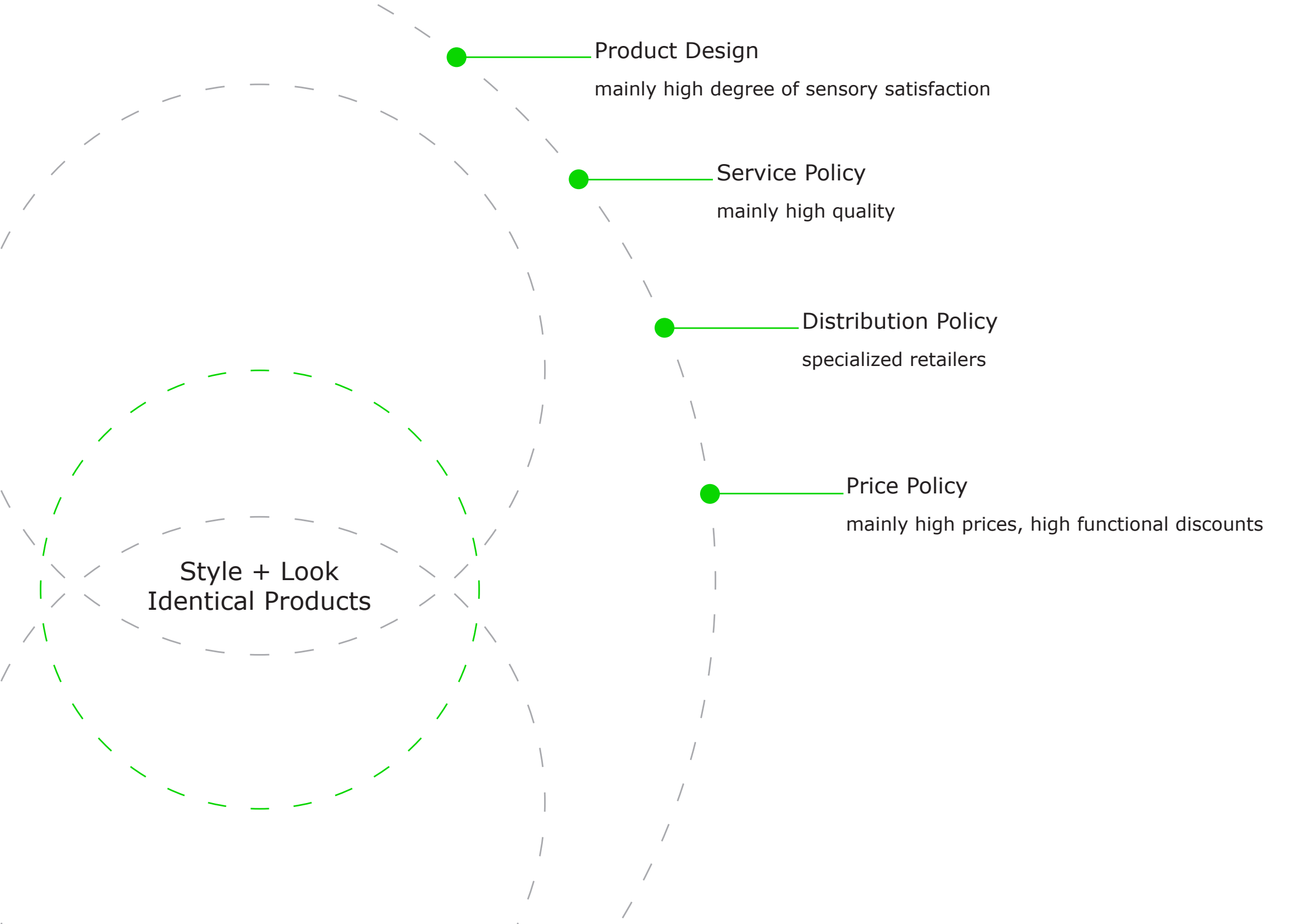


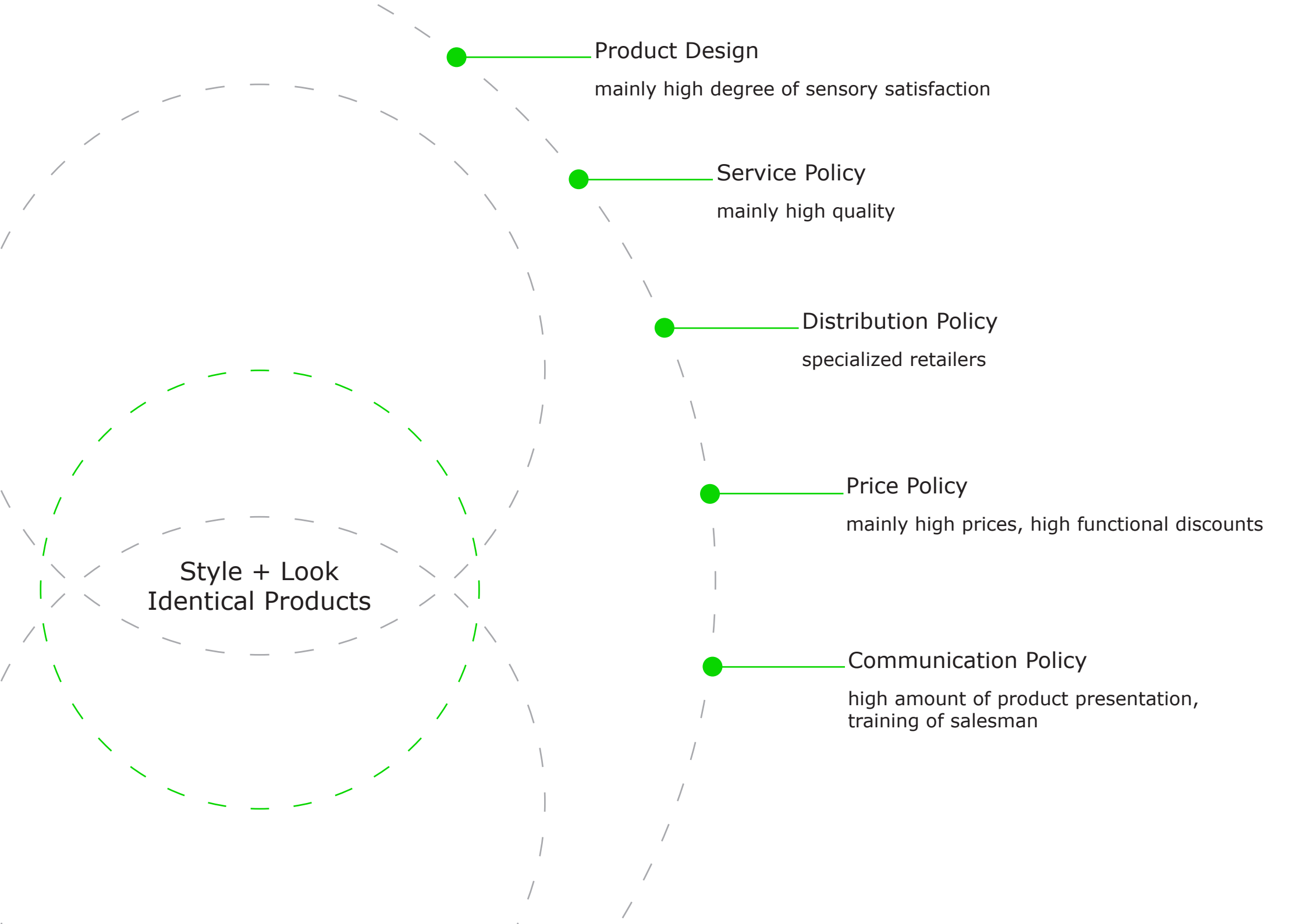
Style + Look
Identical Products

Product Design
mainly high degree of sensory satisfaction

Service Policy
mainly high quality







Style + Look
Identical Products

Product Design

mainly high degree of sensory satisfaction

Service Policy

mainly high quality

Distribution Policy

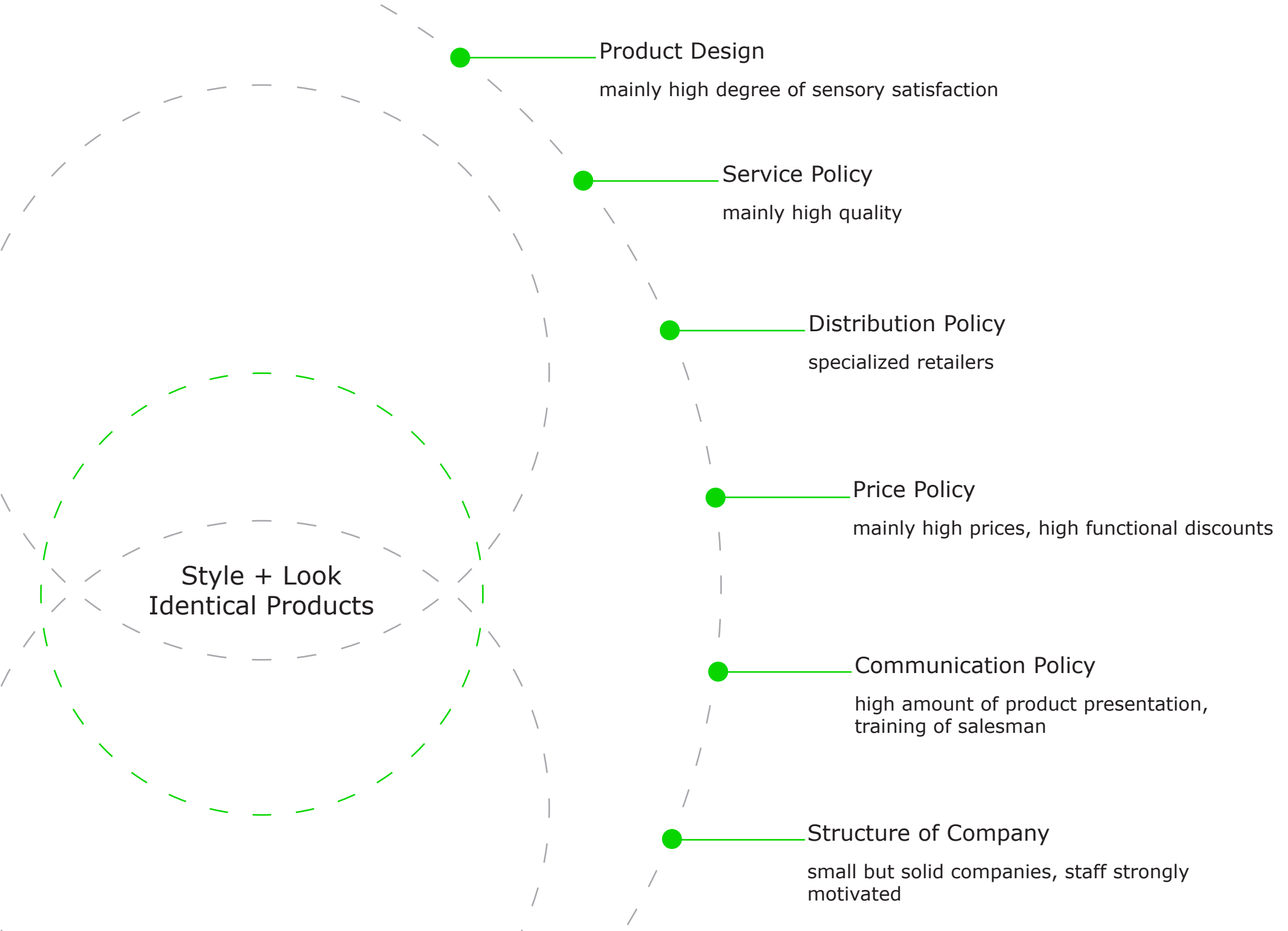
specialized retailers

Price Policy

mainly high prices, high functional discounts

Communication Policy

high amount of product presentation,
training of salesman





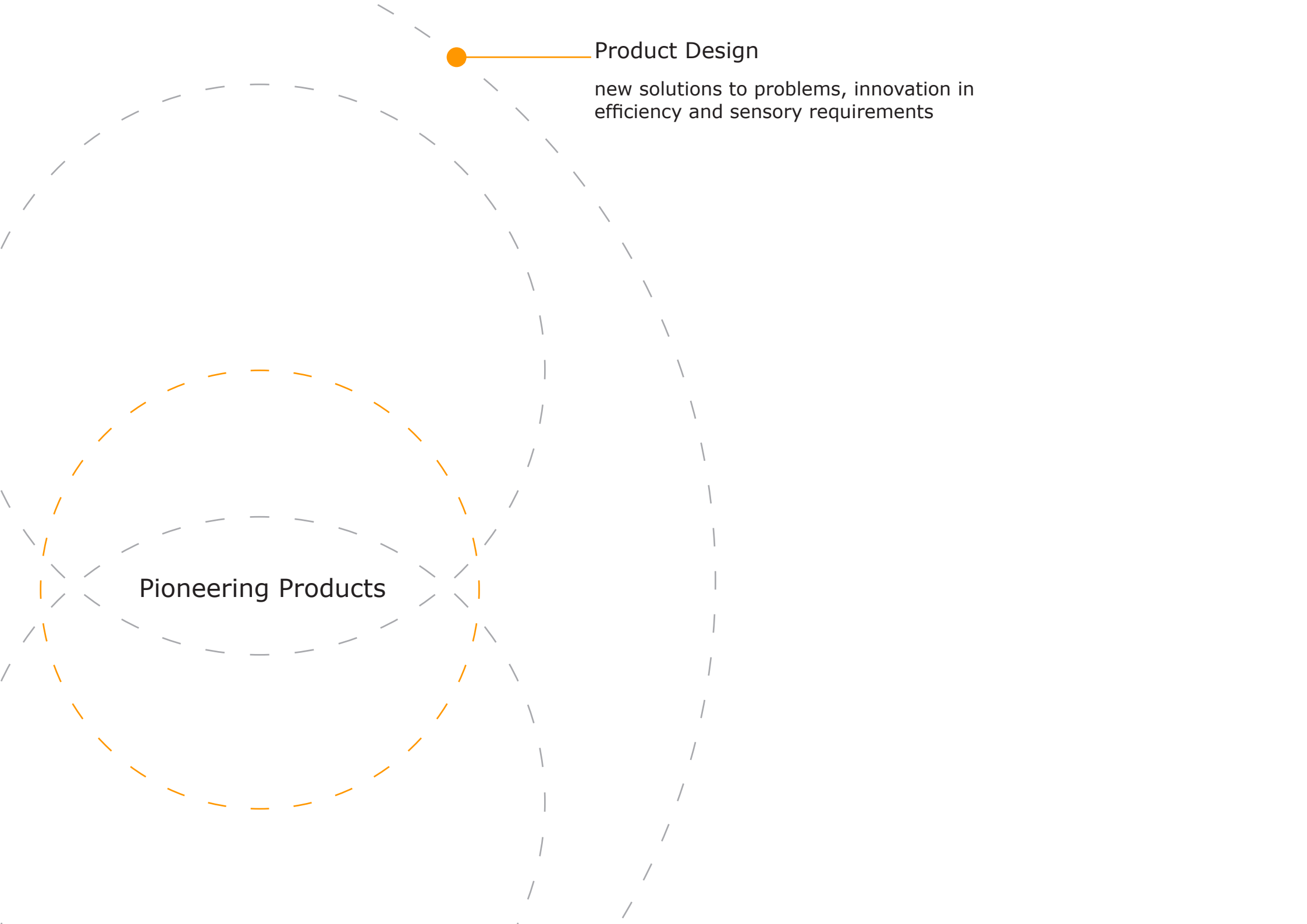
Pioneering Products

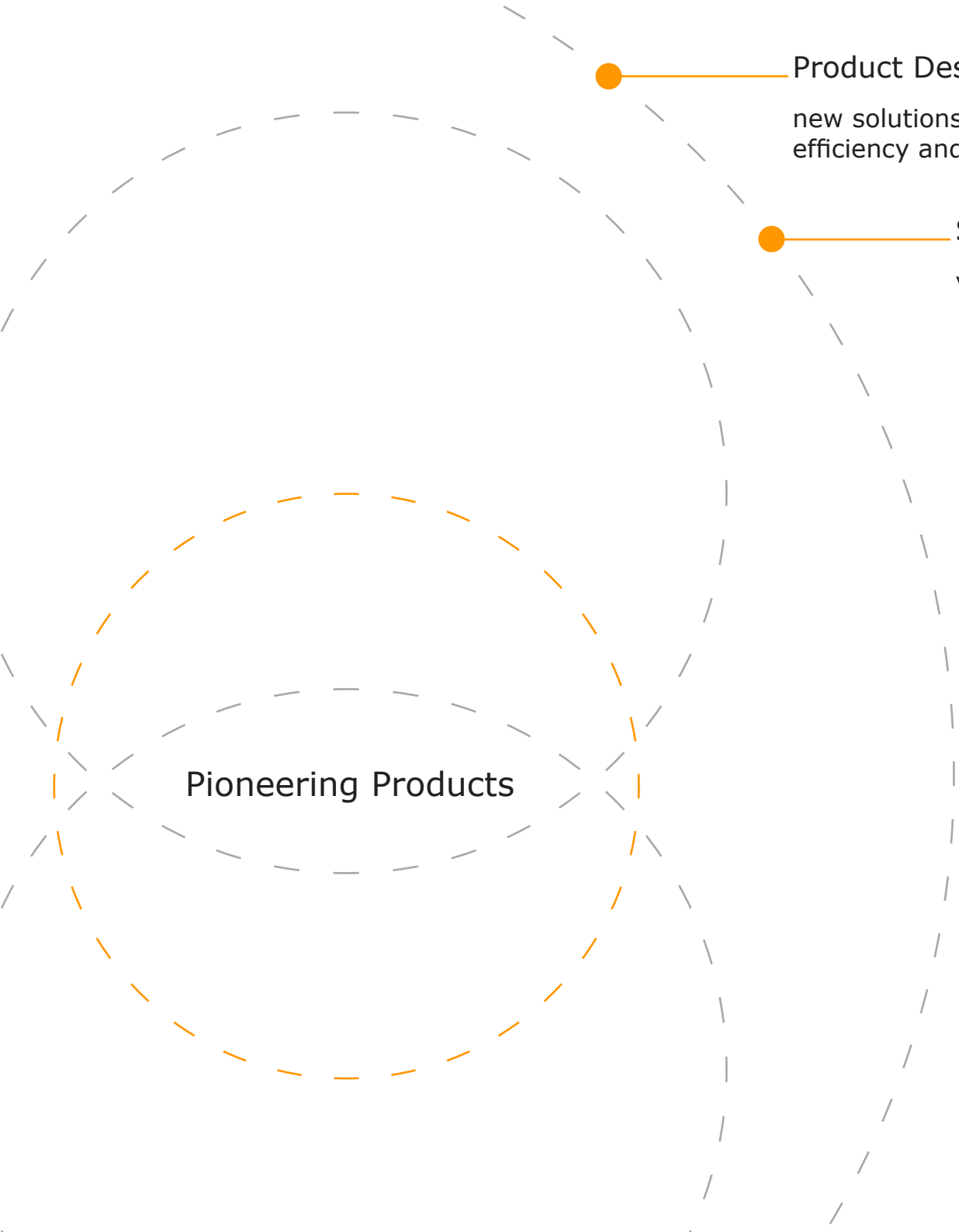


Product Design

new solutions to problems, innovation in efficiency and sensory requirements

Pioneering Products





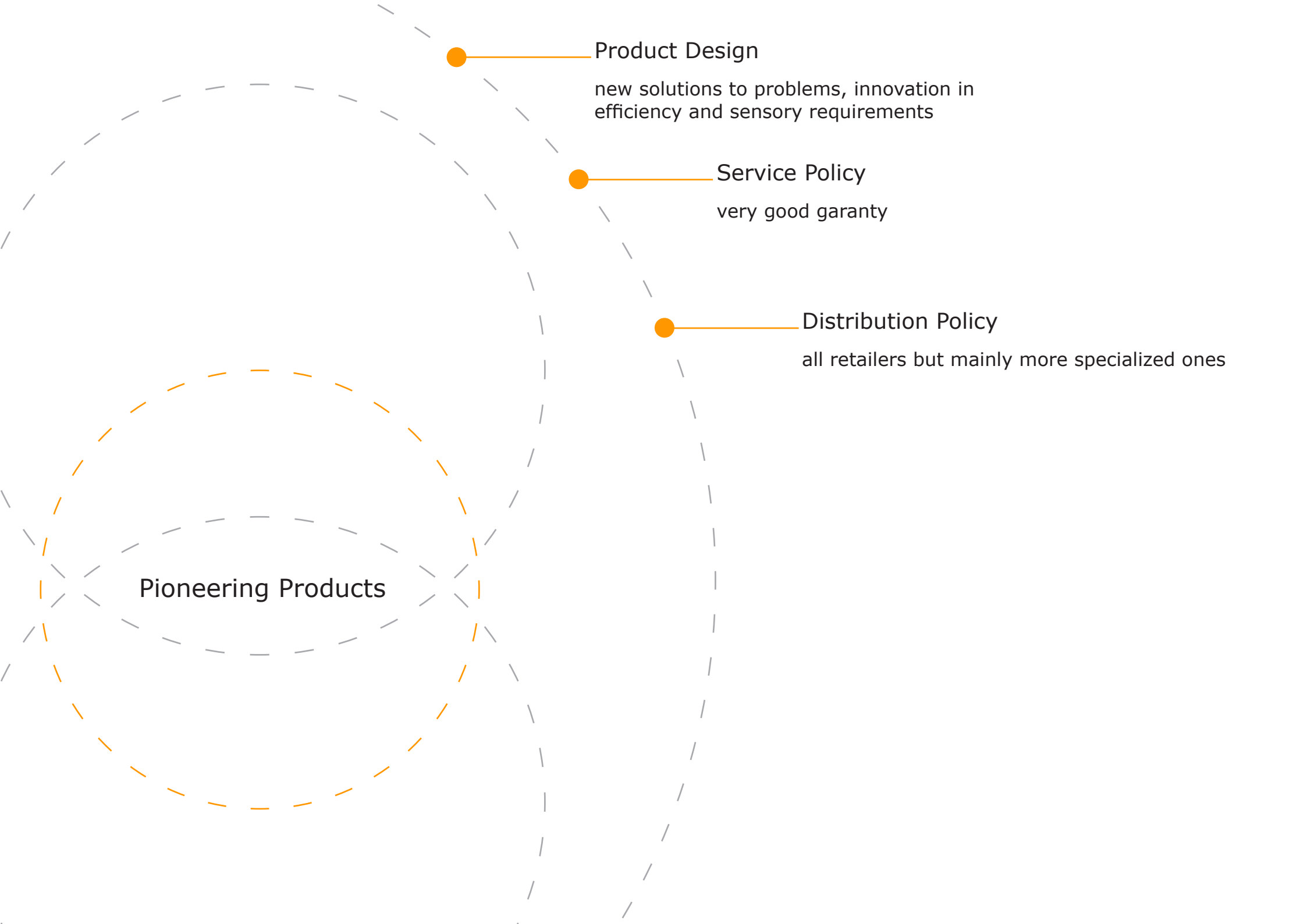
Product Design

new solutions to problems, innovation in efficiency and sensory requirements

Service Policy

very good garanty

Pioneering Products



Pioneering Products

Product Design

new solutions to problems, innovation in efficiency and sensory requirements

Service Policy

very good garanty

Distribution Policy

all retailers but mainly more specialized ones

Pioneering Products

Product Design

new solutions to problems, innovation in efficiency and sensory requirements

Service Policy

very good garanty

Distribution Policy

all retailers but mainly more specialized ones

Price Policy

high prices at introdruction, high functional discounts

Pioneering Products

Product Design

new solutions to problems, innovation in efficiency and sensory requirements

Service Policy

very good garanty

Distribution Policy

all retailers but mainly more specialized ones

Price Policy

high prices at introdruction, high functional discounts

Communication Policy

intensive advertising of efficiency or other aspects, which are new

Pioneering Products

Product Design

new solutions to problems, innovation in efficiency and sensory requirements

Service Policy

very good garanty

Distribution Policy

all retailers but mainly more specialized ones

Price Policy

high prices at introductrion, high functional discounts

Communication Policy

intensive advertising of efficiency or other aspects, which are new

Structure of Company

medium size but strong company, staff strongly motivated



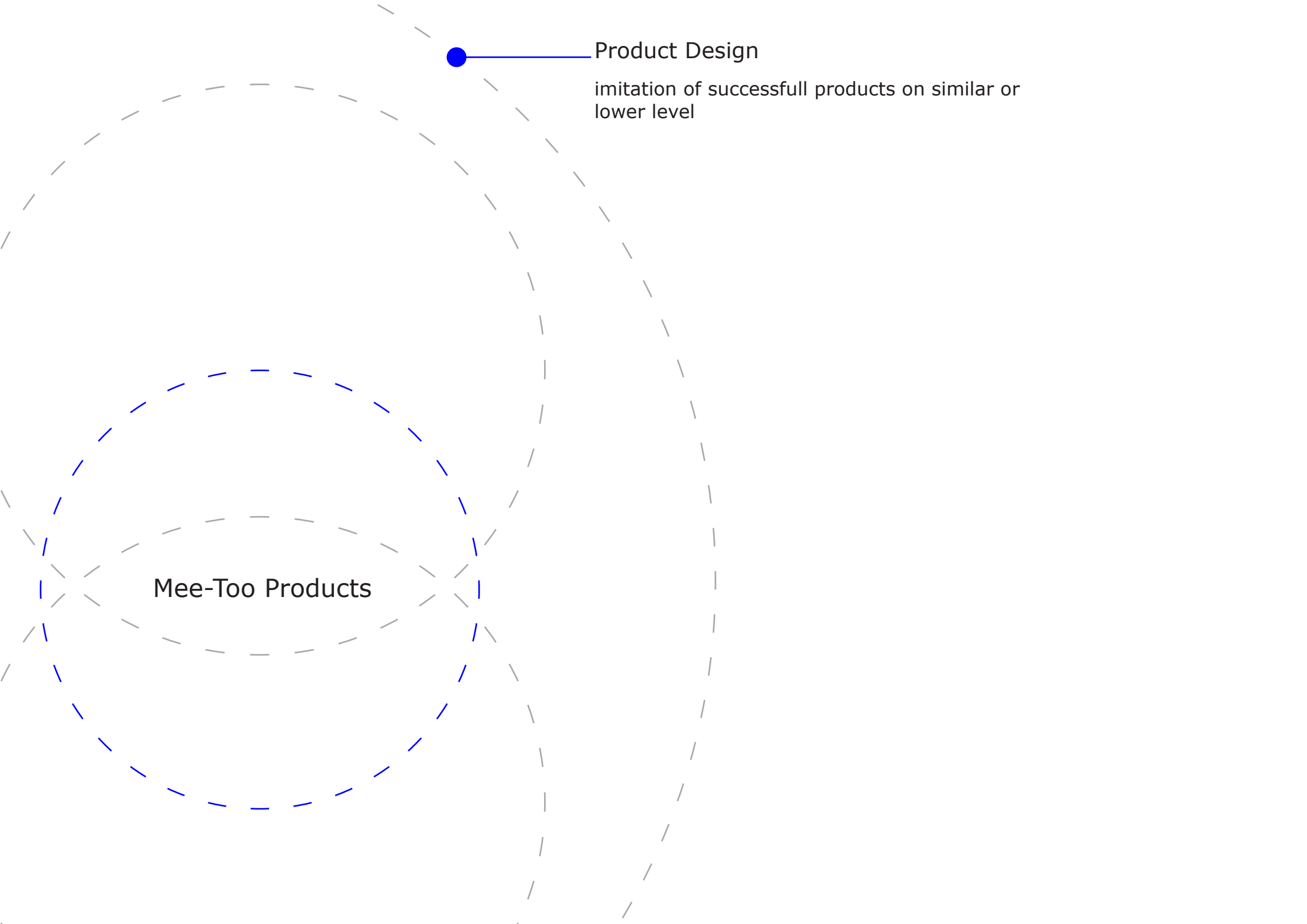
Mee-Too Products

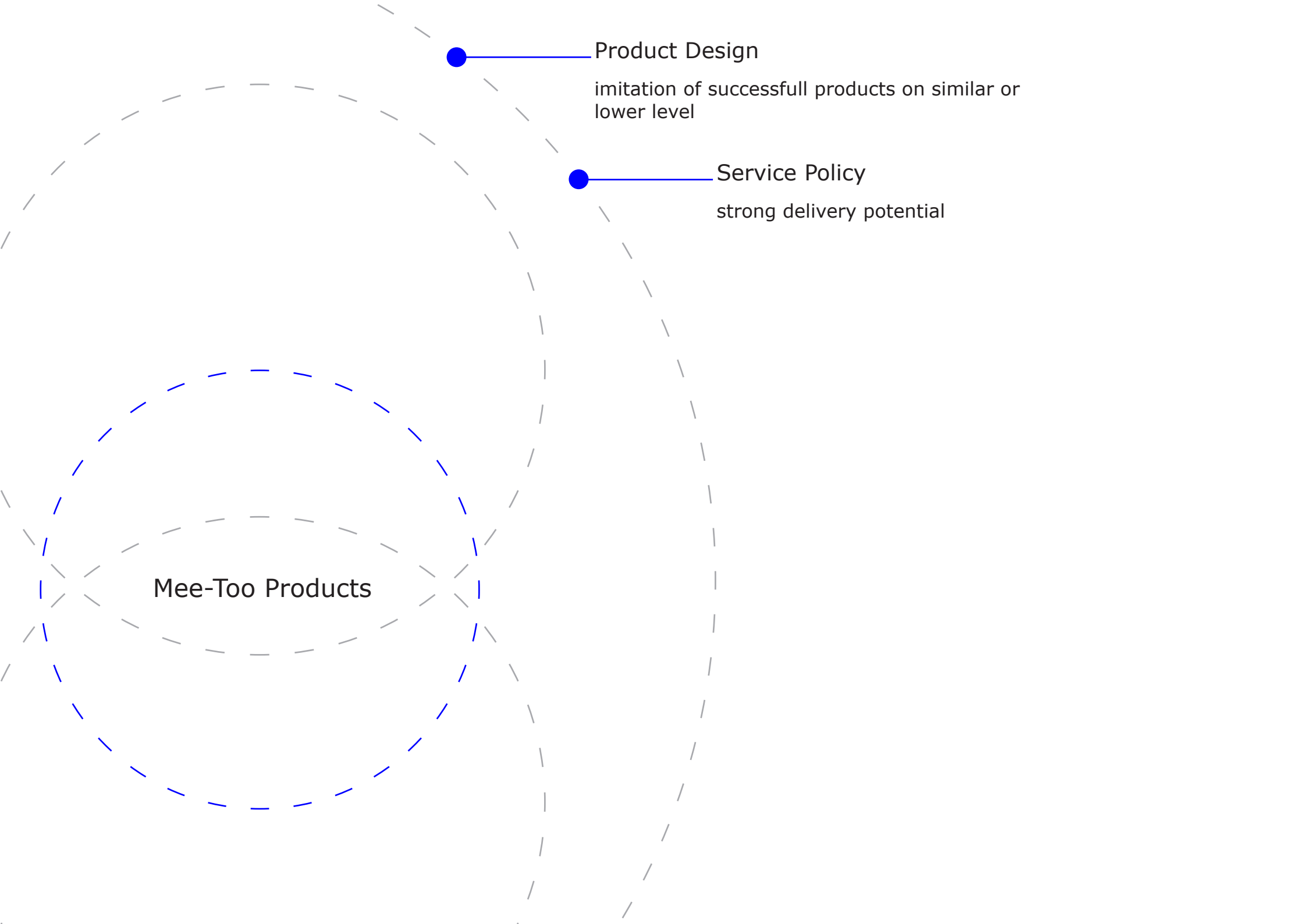


Product Design

imitation of successfull products on similar or lower level

Mee-Too Products





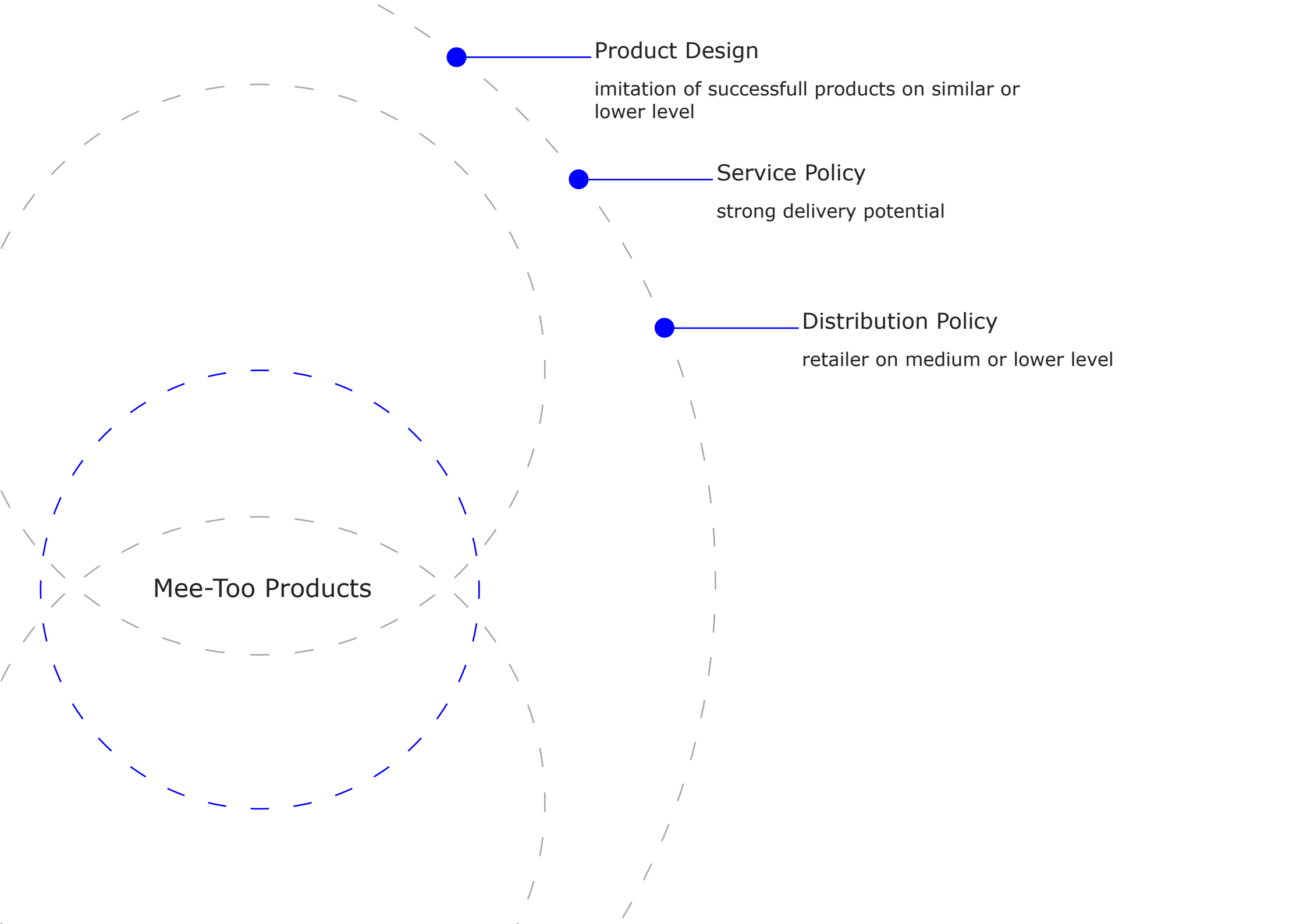
Mee-Too Products

Product Design

imitation of successful products on similar or lower level

Service Policy

strong delivery potential



Mee-Too Products

Product Design

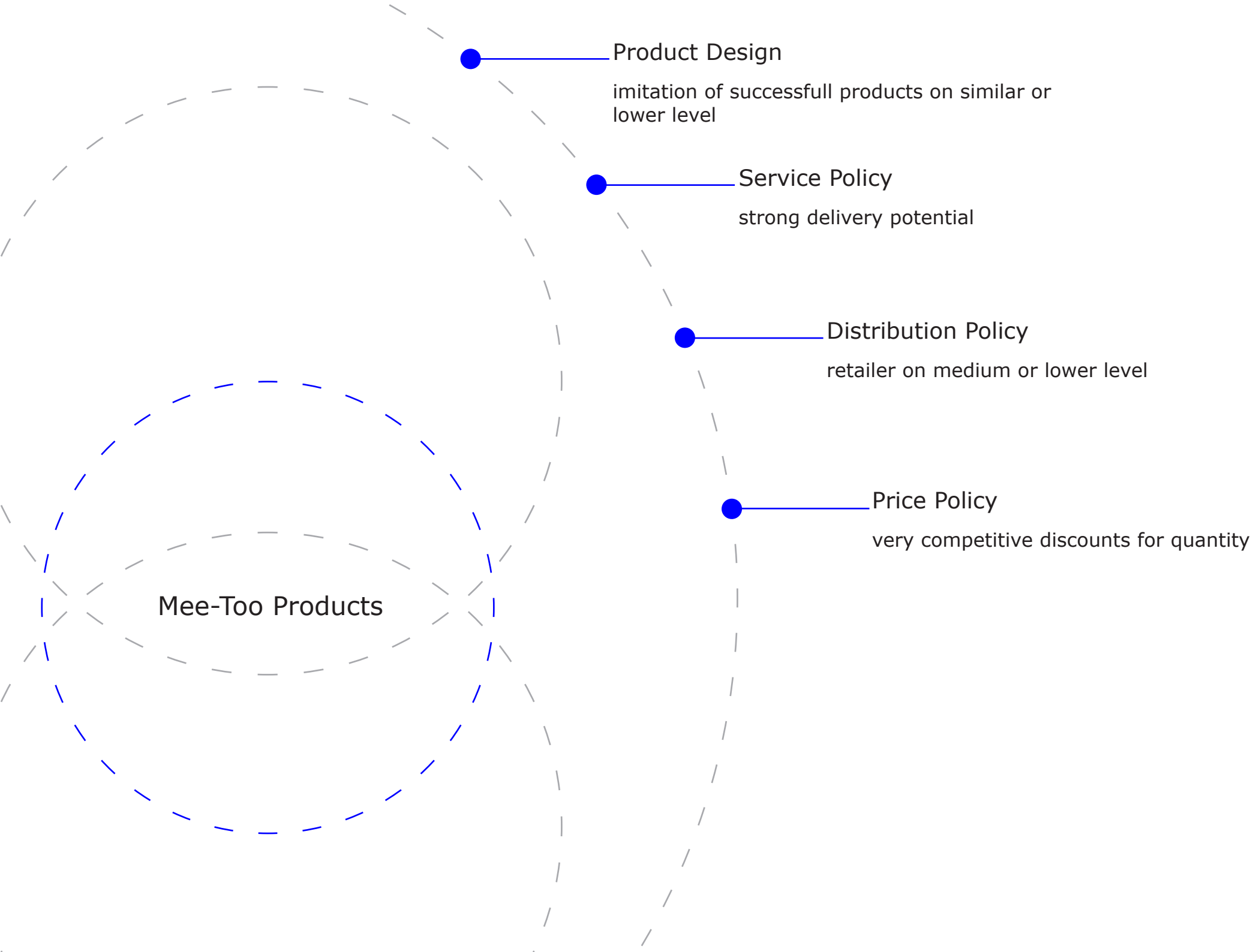
imitation of successful products on similar or lower level

Service Policy

strong delivery potential

Distribution Policy

retailer on medium or lower level



Mee-Too Products

Product Design

imitation of successfull products on similar or lower level

Service Policy

strong delivery potential

Distribution Policy

retailer on medium or lower level

Price Policy

very competitive discounts for quantity

Mee-Too Products

Product Design

imitation of successfull products on similar or lower level

Service Policy

strong delivery potential

Distribution Policy

retailer on medium or lower level

Price Policy

very competitive discounts for quantity

Communication Policy

large volume advertisment with emphasize on prices or efficiency

Mee-Too Products

Product Design

imitation of successful products on similar or lower level

Service Policy

strong delivery potential

Distribution Policy

retailer on medium or lower level

Price Policy

very competitive discounts for quantity

Communication Policy

large volume advertisement with emphasize on prices or efficiency

Structure of Company

large company with large production volume and flexibility in organisation