

## Chapter 13 Marketing in Today's World

### Section 13.2 Market Research and Product Development

#### Reading Activity—Draw Parallels

**Directions** Look at the table and notice that the seven steps of product development are listed in the first column. The second column contains sentences that briefly explain the steps as they apply to the development of a tangible product. Use the cells in the third column to write sentences that briefly explain the steps as they apply to the development of a service.

STEP	TANGIBLE PRODUCT	SERVICE
1. Generate Ideas	Work with a group to brainstorm ideas for new products.	
2. Screen Ideas	List the ideas for new products and evaluate each idea.	
3. Develop a Business Plan	Write a proposal that provides a look at the market for the new product idea.	
4. Develop the Product	Make a prototype of the product and develop the process for how the product will be made.	
5. Test-Market the Product	Test-market the product in a limited market for a limited time.	
6. Introduce the Product	Promote the product to make potential customers aware of it and make the new product available to customers.	
7. Evaluate Customer Acceptance	Track customers who purchased the product and determine their reaction to using the product.	