

Chapter 30 Product Planning

Section 30.1 Product Development

Section Outline with Content and Academic Vocabulary

Section Outline

Product Planning

Product Mix

Variations in Product Mixes

Product Items and Lines

Product Width and Product Depth

Product Mix Strategies

Developing New Products

Generating Ideas

Screening Ideas

Developing a Business Proposal

Developing the Product

Testing the Product with Consumers

Introducing the Product

Evaluating Customer Acceptance

Developing Existing Products

Line Extensions

Product Modifications

Deleting a Product or Product Line

Obsolescence

Loss of Appeal

Changes in Company Objectives

Lack of Profit

Conflict with Other Products in the Line

Replacement with New Products

Chapter 30 Product Planning

Section 30.1 Product Development

Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

product planning Making decisions about the features and services of a product or idea that will help sell the product. (p. 707)

product mix All the different products that a company makes or sells. (p. 707)

product line A group of closely related products manufactured or sold by a business. (p. 708)

product item A specific model, brand, or size of a product within a product line. (p. 708)

product width The number of items offered within each product line. (p. 708)

product depth The number of items offered within each product line. (p. 708)

prototype A model of a new product, usually made before the product is manufactured. (p. 713)

product modification An alteration in a company's existing product. (p. 714)

Academic Vocabulary

unique Radically distinctive and without equal. (p. 708)

comparable Conforming in most respects; able to be compared. (p. 709)