



KEBUTUHAN MANAJEMEN & SIKLUS HIDUP PRODUK

MANAJEMEN PENATAAN PRODUK
2020

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The benefits of having a great product management organization are hard to ignore:

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- Delivering products that better meet customer needs
- Increasing revenues and profitability
- Creating delighted customers who generate positive word-of-mouth referrals
- Capturing and owning markets long-term as a result of solid product strategy which drives overall company efforts

product management as the function in a company that is ultimately responsible for making sure that every product the company offers to the market is as successful as possible both short-term tactically and long-term strategically

Causes of New Product Failures

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- Overestimation of Market Size
- Product Design Problems
- Product Incorrectly Positioned, Priced or Advertised
- Costs of Product Development
- Competitive Actions

To create successful new products, the company must:

- understand its customers, markets and competitors
- develop products that deliver superior value to customers.

New Product Development Process

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- Idea Generation and Screening
- Concept Development and Testing
- Marketing Strategy
- Business Analysis
- Product Development
- Test Marketing
- Commercialization

New Product Development Process

Step 1. Idea Generation

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Systematic Search for New Product Ideas

- Internal sources
- Customers
- Competitors
- Distributors
- Suppliers

Step 2. Idea Screening

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- Process to spot good ideas and drop poor ones

Criteria

- Market Size
- Product Price
- Development Time & Costs
- Manufacturing Costs
- Rate of Return

Step 3. Marketing Strategy Development

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Part One - Overall:
Target Market
Planned Product Positioning
Sales & Profit Goals
Market Share

Part Two - Short-Term:
Product's Planned Price
Distribution
Marketing Budget

Part Three - Long-Term:
Sales & Profit Goals
Marketing Mix Strategy

Step 4. Business Analysis

Step 5. Product Development

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Business Analysis

**Review of Product Sales, Costs,
and Profits Projections to See if
They Meet Company Objectives**

Delivering on Product Promise

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*Question**Answer*

What are the product's core benefits?

What are key features that support the benefits?

What does my brand represent to my customer?

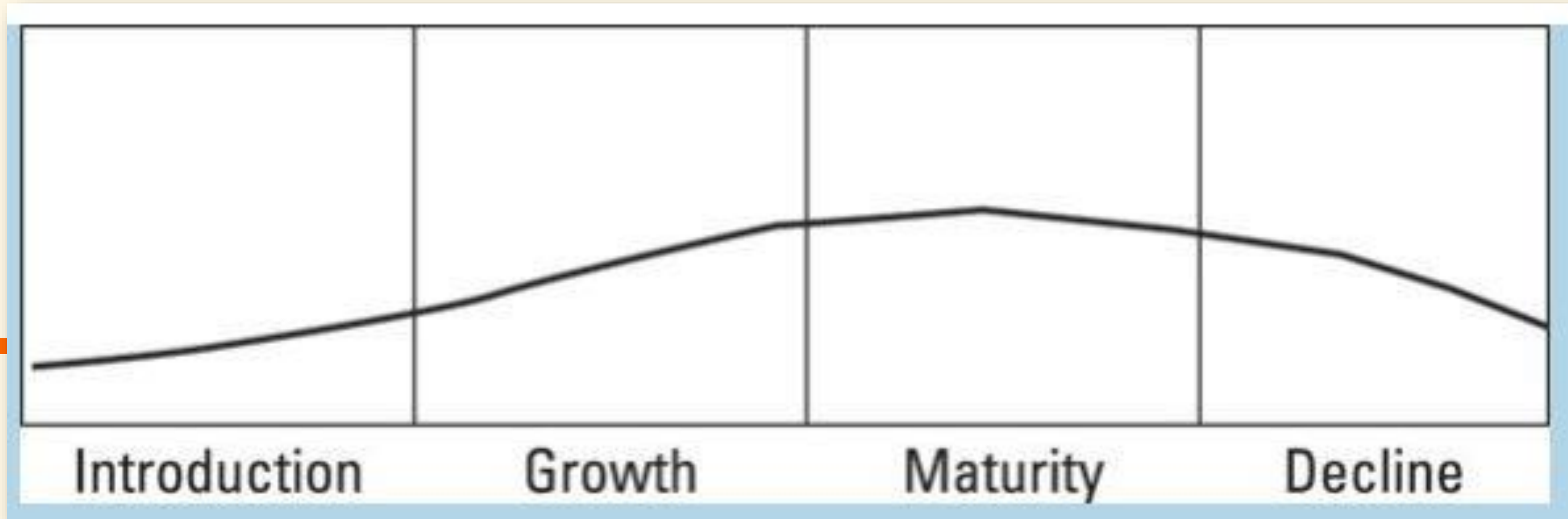
Outside of the intrinsic properties of my product, what else is involved in a customer's decision to choose my product?

How do these augmented product elements add to or detract from my product?

How can I influence this augmented product offering to better fit my product?

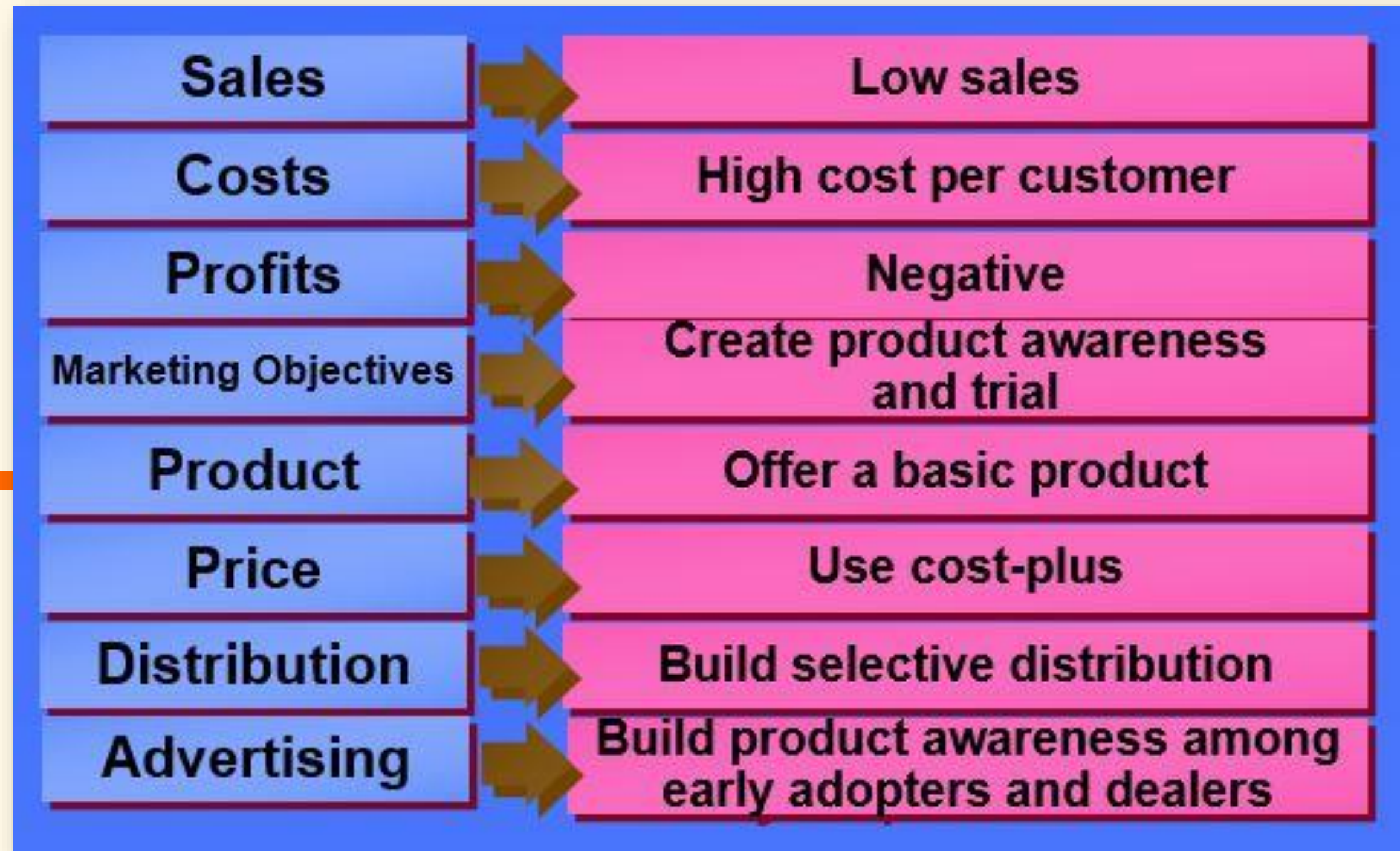
WORKING WITH A FOUR-PHASE PRODUCT LIFE CYCLE

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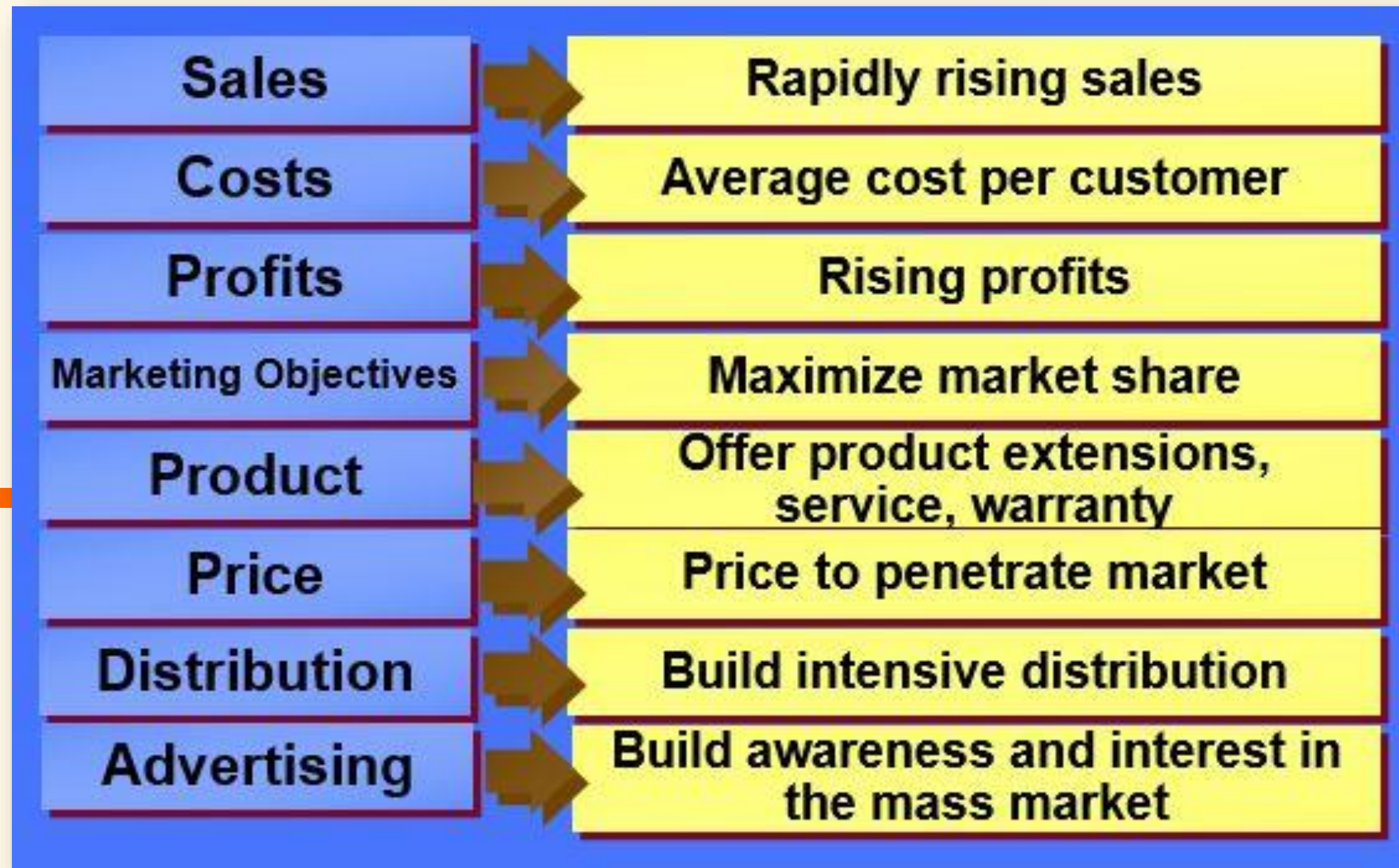
Introduction Stage of the PLC

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Growth Stage of the PLC

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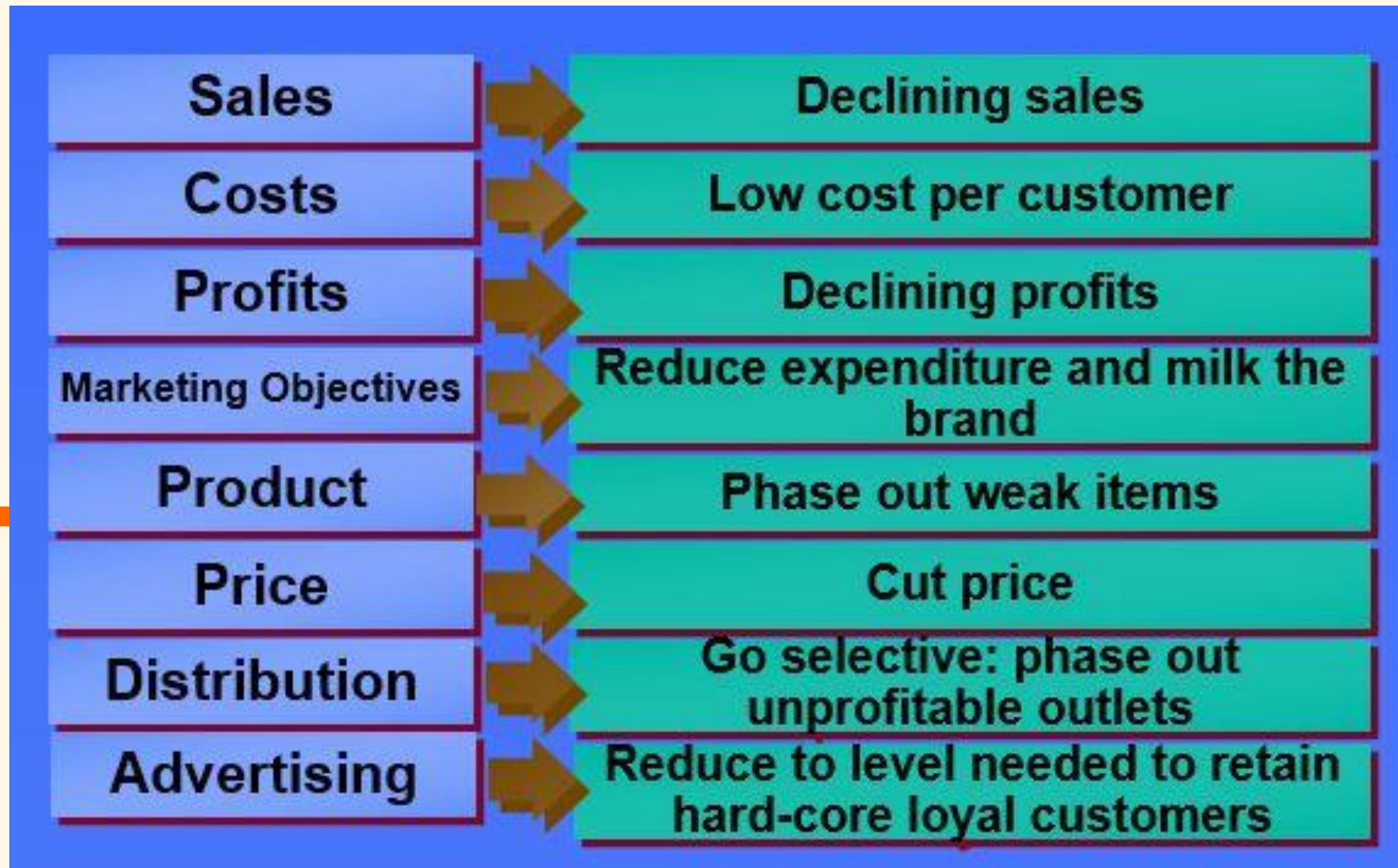
Maturity Stage of the PLC

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Decline Stage of the PLC

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- BENTUK TIM OBSERVASI (MAKSIMAL 2 MAHASISWA)
- PILIH SALAH SATU JENIS PRODUK PADA SUATU UNIT BISNIS YANG AKAN DIAMATI PADA 1 SEMESTER
- RINCI TURUNAN PRODUK TERSEBUT
- BERIKAN ALASAN ATAS PRODUK YANG DIPILIH

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

Thank You!

Any Questions?