



# KEBUTUHAN MANAJEMEN & SIKLUS HIDUP PRODUK

MANAJEMEN PENATAAN PRODUK  
Aryan Eka Prastya Nugraha  
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# Product

- A product can be anything that can be offered to the market to satisfy a want or a need.
- A bundle of attributes, offering for use/consumption by the final customer.

- **Products that are marketed include**

- Physical goods
- Services
- Experiences
- Events
- Persons
- Places
- Properties
- Organizations
- Information
- Ideas

# Levels of a Product

- **5 basic levels**
- **Each level adds more customer value**

**CORE BENEFIT**  
**BASIC PRODUCT**  
**EXPECTED PRODUCT**  
**AUGUMENTED PRODUCT**  
**POTENTIAL PRODUCT**

# Core product

- Indicate core benefit or service
- **Explains what the buyer really buys**
- Basic step in designing products
- Defines problem solving benefits/ services that consumers seek

# Basic Product

- At this level, the core benefit is turned into a basic product.
- Basic step in designing products
- Unbranded, plainly packaged, less expensive

# Expected product

- Expected/ formal/ tangible product
  - Represents basic requirements, a customer finds essential to buy a product
  - Attributes & conditions required by the customers
    - identified-built into products
  - Includes brand name, features, design, packaging, quality level, styling, styling, attributes, instructions manual
  - As interfirm rivalry intensifies, differentiation on

# Augmented product

- Marketer prepares an augmented product that exceeds customer expectations.
- Intangible component of the product along with formal & core components
- Product built by adding consumer services & benefits

# Augmented product

- **Product augmentation leads the marketer to look at the user's total consumption system.**
- **Attributes extended beyond customer expectations, includes**
  1. After sales services
  2. Delivery points & systems
  3. Installation ( bulky products)
  4. Customer education & training
  5. Customer complaint management
  6. Payment options (high end products)

- These are added intangibles looked for when technology fails to differentiate
  - Future competition will be in the “Augmented Products”
  - Service component is expanded that enhances the product value
  - No fixed range of services, based on customer needs
  - Some may not be able to use extra services
- Augmented product is a condition of mkt

# Potential

- Potential/Future product
  - Includes all possible improvements under given technological, economical, competitive conditions
  - Helps to attract & retain customers
  - These offerings differ from 1 market to another because of varying competitive conditions
  - Driving force- to retain competitive advantage.

# Types of Products

## *1. Consumer Products:*

- Bought by final consumers for personal consumption
- Categorized as...

### **a. Convenience products ;**

- Bought frequently, immediately with minimum comparison and buying effort.
- Are low priced
- Available in many locations

# Convenience products



# Consumer products



## **b. Shopping Product;**

- Characteristically compared on the basis of suitability, quality, price and style while selection and purchase.
- Distributed through fewer outlets  
*e.g. Furniture, clothing, used cars, major appliances, hotel and airline services.*

# Shopping products





## Delivering on Product Promise

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### *Question*

### *Answer*

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What are the product's core benefits?

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What are key features that support the benefits?

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What does my brand represent to my customer?

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

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

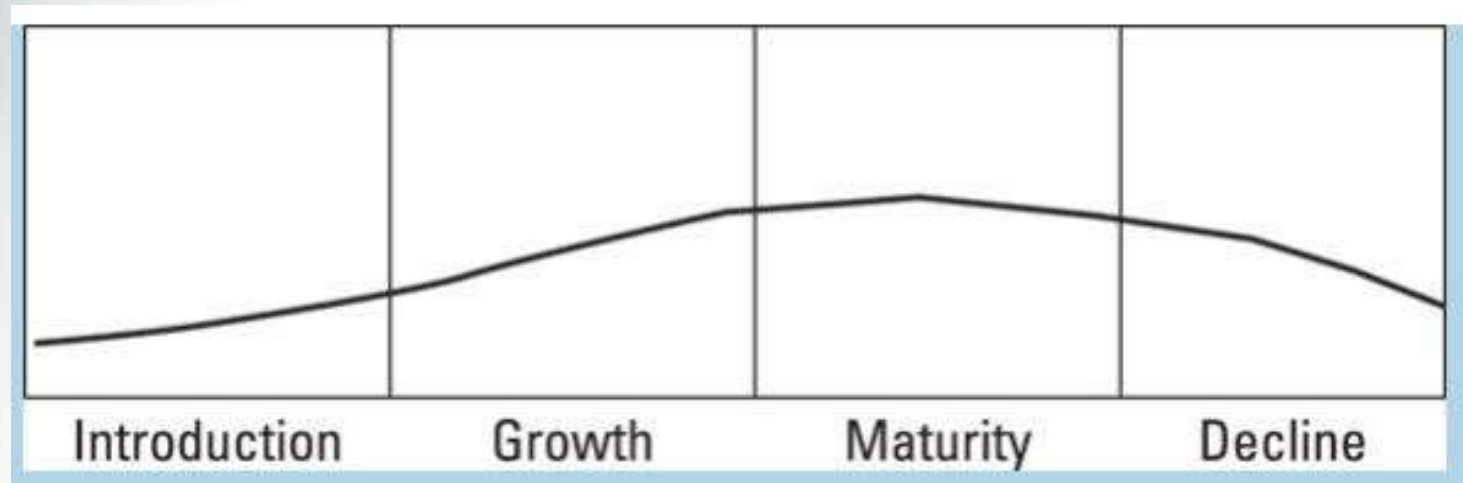
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How can I influence this augmented product offering to better fit my product?

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## WORKING WITH A FOUR-PHASE PRODUCT LIFE CYCLE





## Introduction Stage of the PLC

<b>Sales</b>	→	<b>Low sales</b>
<b>Costs</b>	→	<b>High cost per customer</b>
<b>Profits</b>	→	<b>Negative</b>
<b>Marketing Objectives</b>	→	<b>Create product awareness and trial</b>
<b>Product</b>	→	<b>Offer a basic product</b>
<b>Price</b>	→	<b>Use cost-plus</b>
<b>Distribution</b>	→	<b>Build selective distribution</b>
<b>Advertising</b>	→	<b>Build product awareness among early adopters and dealers</b>



## Growth Stage of the PLC

<b>Sales</b>	➔	<b>Rapidly rising sales</b>
<b>Costs</b>	➔	<b>Average cost per customer</b>
<b>Profits</b>	➔	<b>Rising profits</b>
<b>Marketing Objectives</b>	➔	<b>Maximize market share</b>
<b>Product</b>	➔	<b>Offer product extensions, service, warranty</b>
<b>Price</b>	➔	<b>Price to penetrate market</b>
<b>Distribution</b>	➔	<b>Build intensive distribution</b>
<b>Advertising</b>	➔	<b>Build awareness and interest in the mass market</b>



## Maturity Stage of the PLC

<b>Sales</b>	➔	<b>Peak sales</b>
<b>Costs</b>	➔	<b>Low cost per customer</b>
<b>Profits</b>	➔	<b>High profits</b>
<b>Marketing Objectives</b>	➔	<b>Maximize profit while defending market share</b>
<b>Product</b>	➔	<b>Diversify brand and models</b>
<b>Price</b>	➔	<b>Price to match or best competitors</b>
<b>Distribution</b>	➔	<b>Build more intensive distribution</b>
<b>Advertising</b>	➔	<b>Stress brand differences and benefits</b>



## Decline Stage of the PLC

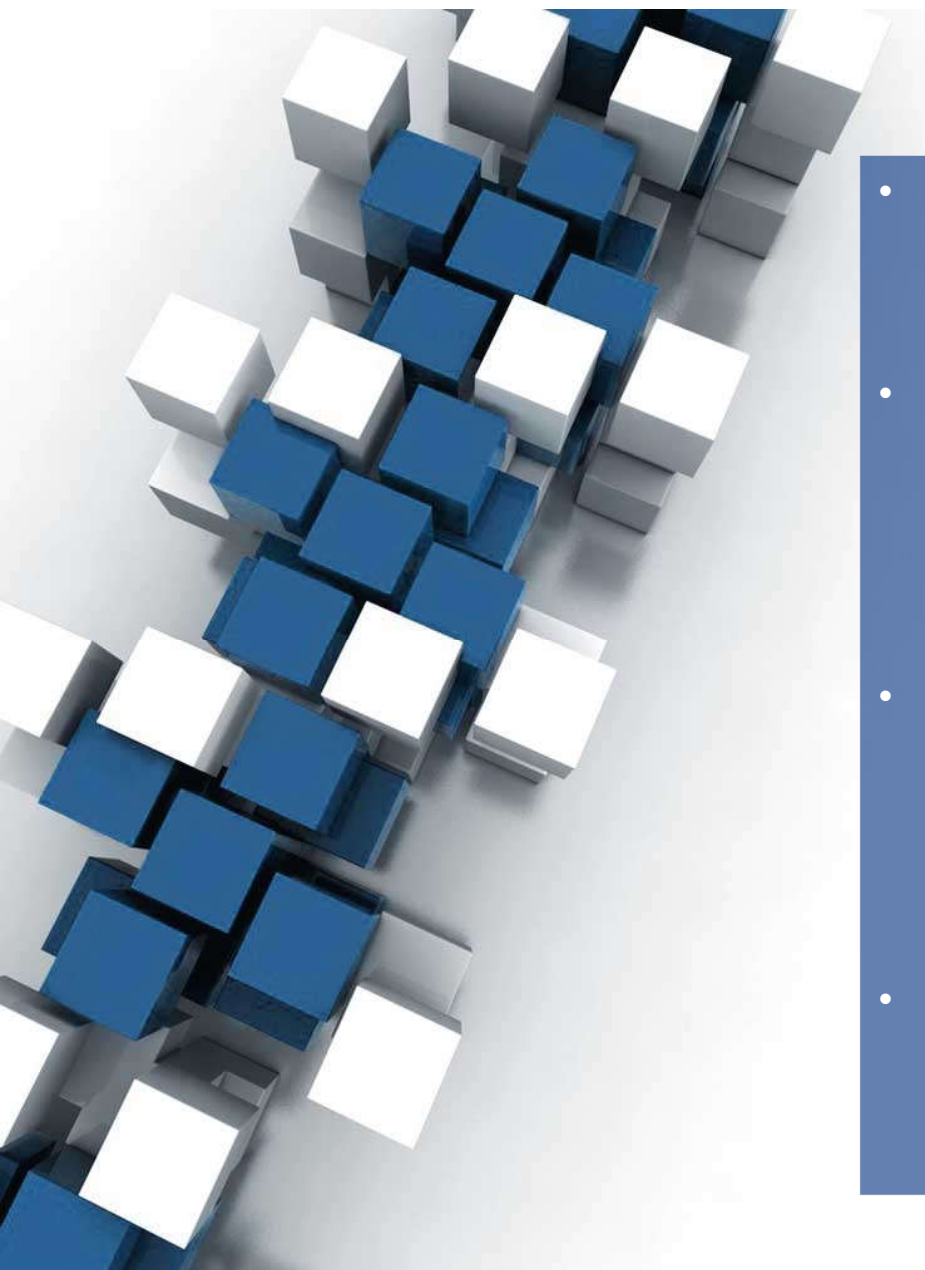
<b>Sales</b>	➔	<b>Declining sales</b>
<b>Costs</b>	➔	<b>Low cost per customer</b>
<b>Profits</b>	➔	<b>Declining profits</b>
<b>Marketing Objectives</b>	➔	<b>Reduce expenditure and milk the brand</b>
<b>Product</b>	➔	<b>Phase out weak items</b>
<b>Price</b>	➔	<b>Cut price</b>
<b>Distribution</b>	➔	<b>Go selective: phase out unprofitable outlets</b>
<b>Advertising</b>	➔	<b>Reduce to level needed to retain hard-core loyal customers</b>



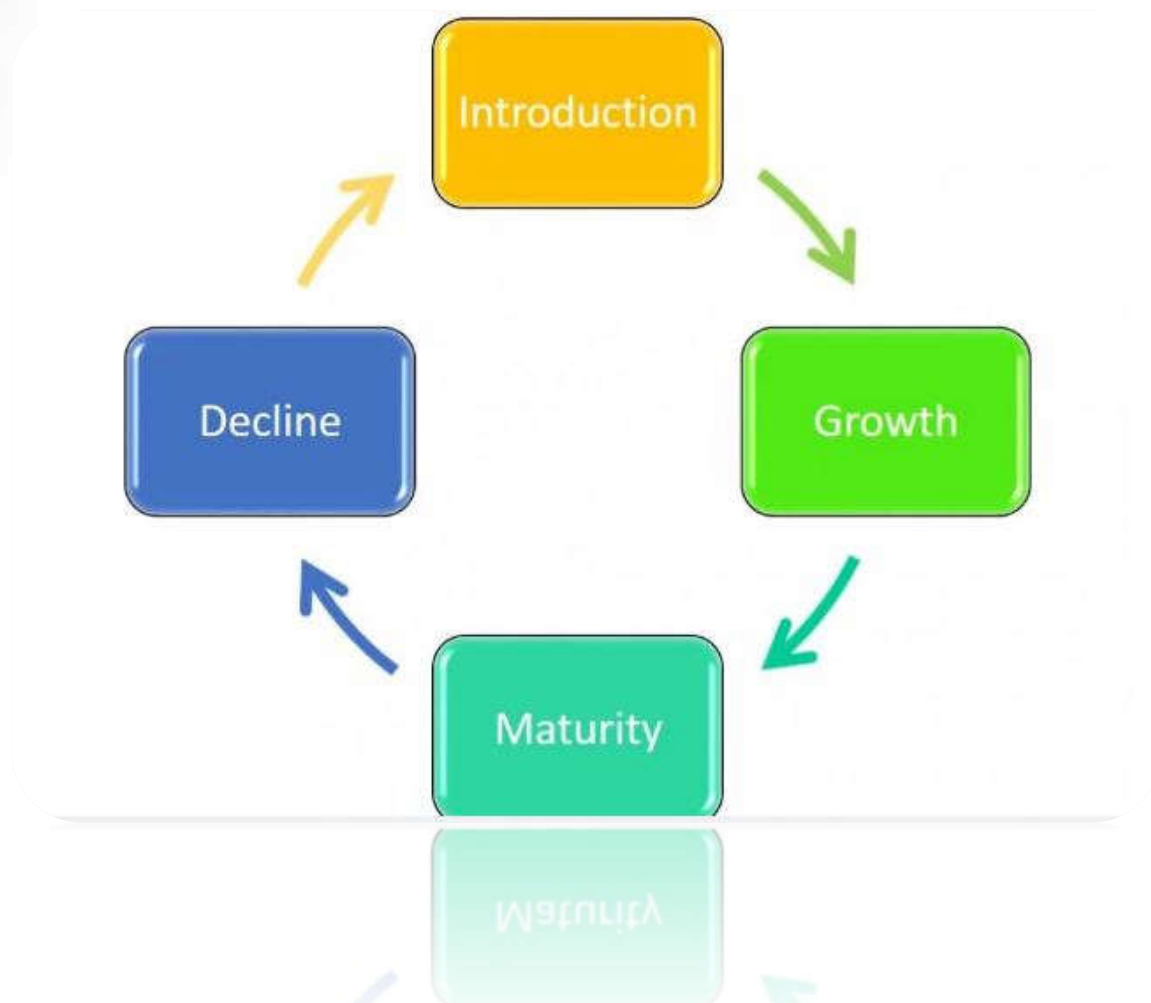
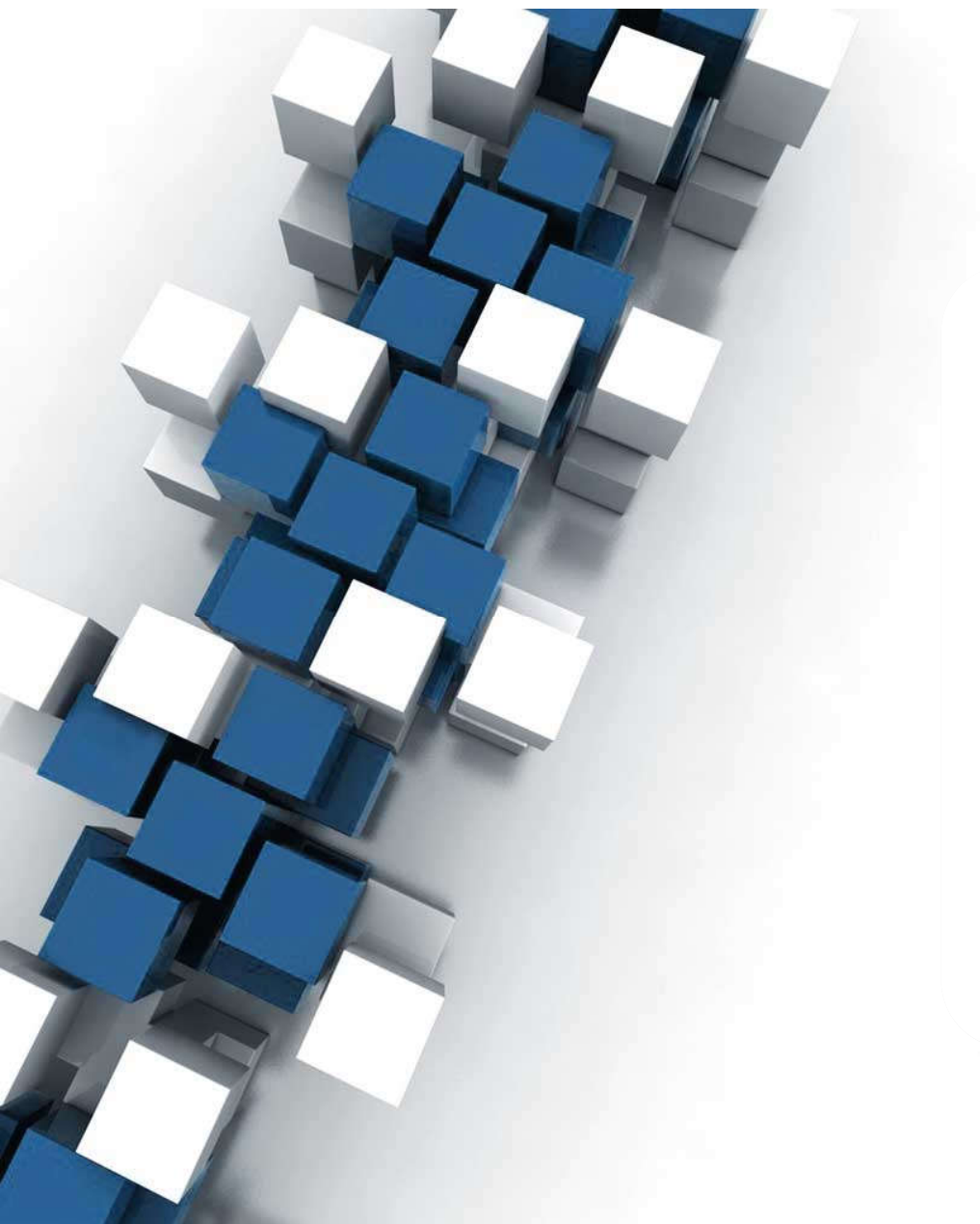
## Product Life Cycle Example and Marketing

Let's look at how the green juice product category has moved through the product life cycle.





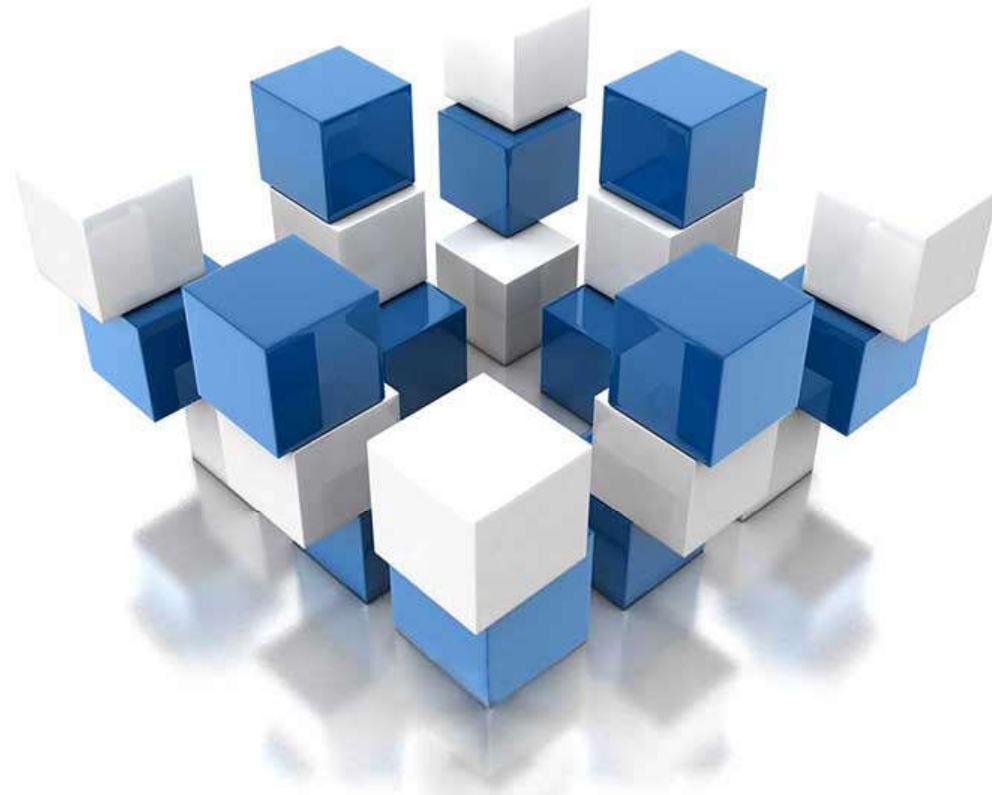
- Introduction: Green juice becomes available in health food stores, in plain packaging, and marketed as a health food. Marketing decides all pricing and branding decisions.
- Growth: Green juice becomes available in big-box grocery store refrigerated aisles. The packaging is redesigned to be more attractive. There's an introduction of carrot juice and berry juice. The distributors are working to increase the brand recognition and the market share.
- Maturity: The product is reinvented and marketed. The calorie count is reduced, and the recipe "tastes even better." Individual, half-gallon and gallon-sized packaging are offered. Market saturation has been achieved, so to maintain share the juice is marketed as an integral part of your diet, not just a fun treat.
- Decline: This product is not in decline yet. However, specific companies whose market share has decreased due to the extreme competition in this segment may be developing an exit strategy.





## TASK 1

- 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



# THANK YOU

Any question ?