

Idea Generation: Choose one of the following tasks: **(i)** think of **one** new (modified or improved or a different) product; or **(ii)** you can come up with a **completely new and unrelated product or service**.

Your *product concept* must be real or realistic. **Name the product and provide a concept for your product.** Follow the framework given below.

Definition of a product concept: **A product concept is an elaborated version of the idea expressed in meaningful consumer terms.** A concept should answer these questions:

- (i) Name of the product.
- (ii) A brief description of the product.
- (iii) Who is the target market? That is, identify those customers who you expect to be most attracted to this product concept.
- (iv) What primary benefit will it provide?
- (v) How it is superior to (or better than) existing product(s)? That is, what are its comparative claims versus competition?
- (vi) When and/or how will people consume or use it? That is, state specific consumption occasion or situations.
- (vii) List a few marketing challenges that the manufacturer (marketer) may encounter while launching this new product/service.

Below are two sample product concepts. They are strictly for illustrative purposes. You should come up with a product/service concept that you consider suitable for the country assigned to your concept. Prior to developing an idea first study secondary sources and then identify a few ideas. Evaluate these ideas among the group members and select the most appropriate one for your group project.

Sample Product Concept #1 (Short, appropriate for your group proposal):

Name of Product: Nikie – pronounced like the girl’s name (Modify & Reposition Nike)

Description of the product: Combining a high heel shoe with Nike’s technology

Target Customers: Active business women on the run between the ages of 20 and 40 that want the street smarts and comfort of Nike products without forgoing the style of a more sophisticated shoe.

Primary Benefits: This shoe is practical. It is both very comfortable and stylish.

How Superior to Competition: It is just as fashionable as other high heel shoes but is much more comfortable, simulating the feeling of wearing a tennis shoe. Women will be able to wear this shoe for extended periods of time without hurting their feet.

When people will use it: Since this shoe provides maximum comfort, it can be worn all day. It is versatile and can be worn for everyday use in the workplace, as well as for more upscale events.

Marketing Challenge: The task of influencing consumers through heavy advertising that stylish working women could wear a brand previously only thought of as an athletic shoe.

Sample product Concept # 2(Long, appropriate for your group paper):

In our opinion, Ben & Jerry’s organic ice cream and low fat yogurt would be successful in Malaysia because health consciousness is rising among Malaysians and many consumers are demanding healthy products that do not include sugar and additives (“Global Lifestyles”, socialtechnologies.com). Ben & Jerry’s would offer other their normal ice cream products besides organic ice cream and low fat yogurt; however, organic and low fat products would be emphasized to reach a number of health conscious Malaysian consumers. In Malaysia, the demand for organic and health foods that include low calories are on the rise

("Industries in Malaysia", mida.gov.my). As Mary Keong stated in her "Malaysia Booms as U.S. Market Destination" article, dairy products including ice cream and yogurt have excellent potential in Malaysia (Keong, Mary; fas.usda.gov). The consumption of dairy products is rising because of the increased awareness of health benefits of drinking milk ("Dairy Products in Malaysia", the-infoshop.com). Furthermore, a 30-nation survey found that 95% of consumers in Malaysia and Philippines shop for health reasons. According to this survey, Malaysian consumers try to control health problems and meet the health needs of their children ("Healthy Insights", rathdc.com.au). Moreover, the obesity rates among Malaysians are approaching to the obesity rates of the United States. In 1998, 16.2 % of Malaysian women were obese ("Global Lifestyles", socialtechnologies.com). Furthermore, Malaysians have a demand for foreign brands and like to use foreign brands ("Malaysia"pwc.com). Because of these reasons above, Ben and Jerry's marketing campaign in Malaysia can emphasize the health benefits of eating dairy products, the organic ice cream and low fat yogurt products.

Who are the target markets and why?

The target market in Malaysia will be consumers in each age group because ice cream is a product that people can enjoy at any age group. In each group, the target would be consumers that are affluent enough to buy medium priced Ben and Jerry's products. Some specific groups in the target market would be the health conscious consumers, whom we will target with Ben & Jerry's organic ice cream and low fat yogurt. These health conscious consumers could be Malaysians, who are on diet, or consumers would like to eat organic food and low fat food, or shoppers who would like to benefit from consuming dairy products. Secondly, we will target consumers who just would like to eat high quality ice cream or yogurt. To market the products for this group of consumers, it can be emphasized that Ben & Jerry's has high quality and fresh ice cream in different varieties. Thirdly, we will target Malaysian consumers with children and emphasize the health benefits of including dairy products to their kids' diet. Malaysians are used to shopping for groceries in supermarkets ("Malaysia", pwc.com). Therefore, we will offer Ben & Jerry's in supermarkets to reach a high sales volume. Fourth, we will target young consumers between ages of 13 to 25 because Malaysian's young consumer segment offers huge benefits. In 2000, there were 16.5 million people under the age of 40 in the county ("Global Lifestyles", socialtechnologies.com). Moreover, Ben & Jerry's would offer products that are suitable for the tastes of different nations in Malaysia. Malaysia has a population that are made of Malays (62%), Chinese (27%), and Indians (8%) ("Global Lifestyles", socialtechnologies.com). Therefore, Ben & Jerry's could design products that are suitable for each cultural group. Furthermore, according to "Research and Market's" report, Malaysian consumers buy ice cream as unplanned purchases; therefore, Ben & Jerry would provide point of purchase promotions to encourage people to try our ice cream.

In short, considering the growing health conscious attitude shown by a large amount of population in Malaysia and their liking for dairy products, we believe that low fat and organic options along with regular Ben and Jerry's Ice cream would do well in Malaysia. We will be offering these ice creams in popular local flavors to meet the local needs of the consumers.