



INTERNATIONAL
CONSULTANTS TO BUSINESS



“... providing unique training courses designed BY Managers for Managers.”

Management Training & Business Courses

The 30 unique training courses are part of the only program of its kind in Australia. It is for business owners, (small to medium), current managers wanting to upskill and staff intending to become a manager in the future. Trainees can select to do one or more of the 30 courses that they feel are currently relevant now in their career. Their training will also have a valuable benefit to the businesses they are working for. The courses are delivered uniquely and easily on-line, any time and on any device. Also included with the training is online tutoring, mentoring and assessment.

Product Development (Part 1)

- 1.0 Introduction
- 2.0 Service requirements
- 3.0 Product life-cycle planning
- 4.0 Product support
- 5.0 Summary

Purpose:

To develop an appreciation of the importance of good product planning and its place in the establishment of a professional and high quality service business.

Objectives:

As an outcome of completing this topic you will be able to:

- a. To describe the requirements related to the product planning process.

- b. Describe the concept of 'Life-Cycle' planning.
- c. To explain the importance of product support arrangements in the planning process.

Introduction

In the context of product planning we are considering here tangible products which require service support. These products may vary from vehicles of transport to food products and hi-tech equipment.

In the case of transport there are many interesting products where the process of product planning could be studied with its corresponding impact on the services delivered.

The airline industry offers many examples which demonstrate the importance of sound product planning otherwise the services delivered would be potentially disastrous. For example consider the provision of meals on airline flights, or the baggage handling facilities at airports. If either of these products was introduced without proper product planning processes, the corresponding customer service could have extremely damaging consequences.

Product Development (Part 2)

- 1.0 Introduction
- 2.0 The general principles of product introduction
- 3.0 Alpha Trial
- 4.0 Beta Trial
- 5.0 The product introduction process
 - 5.1 PHASE 1 - Exploratory Phase
 - 5.2 PHASE 2 - Viability Phase
 - 5.3 PHASE 3 - Consumer Test Phase
 - 5.4 PHASE 4 - Implementation Phase
 - 5.5 PHASE 5 - Product Release
- 6.0 Managing the production process
- 7.0 Summary

Purpose:

To understand the principles involved in effective product introduction and to be able to apply these principles in practice.

Objectives:

As an outcome of completing this topic you will be able to:

- a. Explain the process of product introduction.
- b. Explain the purpose of the ALPHA and BETA trial process.
- c. Identify the critical issues in product introduction.
- d. Describe the relationship between service support and product introduction.
- d. Identify potential problems and their causes within the product introduction process.

Introduction

Product introduction is primarily a marketing driven operation which requires considerable co-ordinating, communication, and attention to detail. The product may be introduced as a result of overseas or local design and development. The marketing group which has product responsibility will need to have good communication with the product design and development area to ensure that all the responsibilities for effective product introduction are satisfied.

Including Online Tutoring, Mentoring and Assessment.
Course report available to the employer, on request.

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Testimonials of Excellence

"Even with my 10 years' experience in a service department as a supervisor, this course has given me more confidence and direction, I now see things from a management perspective and am able to deal with situations more competently."

Stephen W, OCE (Australia)

"My job satisfaction has increased and I believe that I am becoming a more valuable contributor to my organisations operations."

Lindsay W, Service Solutions P/L (Australia)

"Excellent, first class content. Balanced delivery. The value of this course is the scope. It covers the many aspects of management and provides a very good understanding of all the areas covered."

Tom McD, Siemens Nixdorf (Australia)

"It enables the line manager to effectively converse with, and understand other departments in an organisation."

Martin B, Schindler Lifts (Australia)

YES - we would like further information on the training courses for our staff and members, and also receive a FREE business publication.

Contact Garry Prigg for more information -

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Garry Prigg
FOUNDER AND CEO
International
Consultants to Business

"These courses will be invaluable to business owners and their staff to upskill on specific business training needs."