

Pilkington Partners

STRATEGY MARKETING COMMUNICATIONS

Confusing A Great Product With A Great Strategy

A great product is not a strategy. 'If you build it they will come' rarely applies in business. Thinking a market will automatically share and act on your enthusiasm for your product can lead to an inadequate strategy and funding, poor or misdirected hiring and a host of compounding problems flowing from these. You might think you see a tsunami coming and that you're ahead of the wave, but chances are your customers can't see it yet, and if they do they don't care about it the way you do. **Example:** One client created a best-in-class food product, expecting to dominate a fast growing but fragmented category. On the basis of both strong market trends and consumer product tests, he expected the retail trade automatically to accept it. But price, availability, delivery frequency, inadequate coverage by sales personnel and retail trade buyer concern about customer readiness got in the way. Each of these problems could have been forecast and countered with better preparation in the business planning process. A great product deserves a great strategy articulated in a sound, imaginative and detailed business plan. Give it one.