

Project Report

On

“New Product Development Strategy”

In the Context of “MRCB Ltd.”



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New Product Development Strategy
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SUBMITTED TO:

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DATE OF SUBMISSION: 25.5.2017

Letter of Approval

This is to certify that this report does not violate any regulations or contain any sensitive information of MRCB Ltd. Hence the writer is allowed to publish this report in the open server of BRAC University.

Approved By

Shireen Abedin
Executive Director
MRCB Ltd.

LETTER OF TRANSMITTAL

May 25, 2017

To

Dr. Mohammed Tareque Aziz

Associate Professor

BRAC Business School

BRAC University

Dhaka, Bangladesh

Dear Sir,

I am highly delighted to submit my project report on “New Product Development Strategy” prepared based on my academic knowledge and on the job experience with your supervision and guidance. I have tried my level best to represent all the things accurately that I have learned during the project period.

I have great hope that the project report will meet your expectation and aid you in getting a clear idea about the subject. I will highly encourage if you are kind enough to receive my report. If you need any further assistance in interpreting the analysis, I will be happy to clarify you.

Sincerely yours,

Tanvir Alam

ID-14364083

Dept.: MBA, Semester: Spring 2017

ACKNOWLEDGEMENT

All praises are due to almighty Allah who enabled me to complete this Project report. On the way of completing this project paper successfully I have got some people in favor of me, without their generous support it would have been difficult for me to complete this report.

First of all I would like to thank Associate Professor Dr. Mohammed Tareque Aziz, Faculty of BRAC business school for advising & supporting me during Project Period.

As well as I want to give thanks Ms. Shireen Abedin Executive Director of MRCB Ltd. I would like to extent my gratitude to my all teammates who helped me with this report. I was greatly assisted by my on job supervisor Mr. Fazle Rabbi for his effective monitoring and also accurate direction without his generous support it would have been difficult for me.

I would like to express my sincere thanks and profound gratitude to the employees in MRCB Ltd. who helped me on the way of giving their valuable comments, feedback and suggestions during data collection.

Last not the least, I also express my heartiest thanks and gratefulness to University authority, the member of staff, faculty members for their help and valuable suggestions to complete this project.

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EXECUTIVE SUMMARY

The core purpose of New Product Development Strategy is to transform a marketing or business idea into an actual product and deliver it to the targeted consumers. There are several stages in this process which is being followed in order to distinguish the product from its competitors. In today's competitive world the marketers work hard and soul to make their product more attractive and useful to their targeted consumers. To achieve that goal this new product development strategy plays a vital role. Following this strategy is always helpful for the marketers as it provides them necessary guidance and insights in every step, based on which they make final decisions about the product, production plan and also the marketing plan. The strategy is also helpful in terms of determining how attractive or financially feasible this new idea is. On top of that this strategy allows the marketer to make all the necessary changes in various stages to make the product successful in the market and contributing to the business.

This report broadly discusses about the various stages of New Product Development Strategy focusing on a research which was conducted by MRCB Ltd. for one of the renowned company in the FMCG industry. The report will highlight all the key elements of New Product Development Strategy and will describe what role did MRCB played in this process by serving the research needs to the company in terms of making decisions.

CHAPTER: 01

Orientation of the Study

1. INTRODUCTION

Today we are living in the world which is moving so fast than we can hardly take a moment to see what's happening around us. In today's market the need of the consumers is rapidly shifting. On top of that the marketers and the brands have to cater different market segments with different product or service features based on their needs. Which is why "New Product Development Strategy" has become a very crucial element. Right now majority number of brands are willing to hear what their consumers have to say and come up with a new product idea based on the findings. Also they can modify their existing product or service following the same strategy. In this competitive market the brands are forced to follow this strategy to deliver their customers what they deserve.

MRCB Ltd. Is a full-fledged market research agency whose sole purpose is to provide the right answers to their clients. With the motive of "Power of Why" the agency works as a bridge to listen to the consumers and deliver the desired insights to the brands which allows them to meet their business objectives.

Based on this context, this project provides an excellent opportunity to understand and resolve some of the important issues associated with the how the agency helps different brands in every step of "New Product Development Strategy".

1.2: OBJECTIVE OF THE STUDY

The main objective of this report are as follows:

1. To have a clear idea about how MRCB Ltd. Offers their service for any sort of research needs
2. To find out how the brands follow the "New Product Development Strategy"
3. To understand how the agency and the brands work hand to hand in various steps of "New Product Development Strategy"

1.3: ORIGIN OF THE STUDY

I am very glad for getting the opportunity to accomplish my project through practical experience in MRCB Ltd. This project report is a partial requirement of MBA Internship Program with major in Marketing under the Faculties of School of Business in BRAC University.

1.4: SCOPE OF THE STUDY

The scope of this report is limited to MRCB Ltd. The study focuses on what role does “New Product Development Strategy” plays for brands to grow. It also captures the overview of how a research agency operates their business.

It also highlights:

- ✓ An overview of the company structure and business portfolio of MRCB Ltd.
- ✓ A glimpse of how MRCB Ltd. Offers their various services in terms of various research needs
- ✓ The role of “New Product Development Strategy”

1.5: METHODOLOGY OF THE STUDY

1.5.1: Data Collection

For achieving the specific objective of this study, data were gathered from both primary and secondary sources.

A. Primary Sources

Primary data is collected through observation of the operational activities with Face to face discussion to my supervisor and colleagues, online conversation with the clients.

B. Secondary Sources

Data that were published before for some other reason can be collected using internal and external sources.

- i) **Internal Secondary data:** To furnish the report properly some papers has been collected from the database of MRCB Ltd. Information from internal reports, journals, and other published documents have been used. Besides other published information about the organization, depth interview of the line manager associate-manager and the on job supervisor have also taken.

- ii) External Secondary Data:** For better interpretation some data has been collected through Internet Browsing is also one source of external Secondary data.

1.6: LIMITATIONS OF THE STUDY

Secrecy or confidentiality is a crucial matter in research sector. As an employee it was not possible to disclose or publish those topics.

- ✓ Not able to collect information from all the teams of MRCB Ltd.
- ✓ Not able to share enough information regarding research data and specific findings of the study
- ✓ The employees are too busy to provide me much time for interview.
- ✓ Accessibility of the information.

CHAPTER: 02

Organization Part

2.1: AN OVERVIEW OF MRCB LTD:

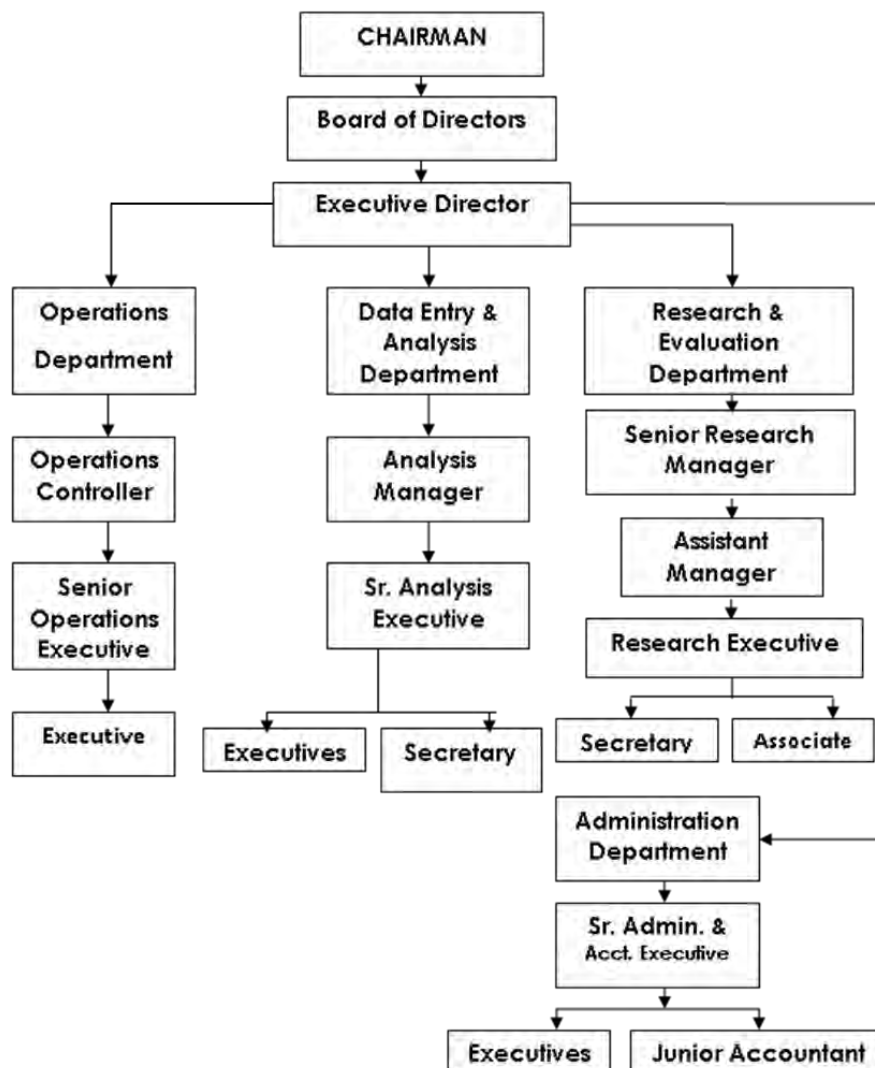
- Pioneer research agency in Bangladesh with 40+ years of experience
- Provide customized research solutions in both social and market research arena
- Full service research organization combining qualitative and quantitative methods
- Insights obtained through an exhaustive analysis of the Bangladeshi market, its people & their customs and values.

MRCB (Marketing and Social Research Consultants Bangladesh) is a part of the Asiatic3Sixty family, which is the largest communication agency in Bangladesh providing 360 degree marketing solutions to the biggest brands in the country.

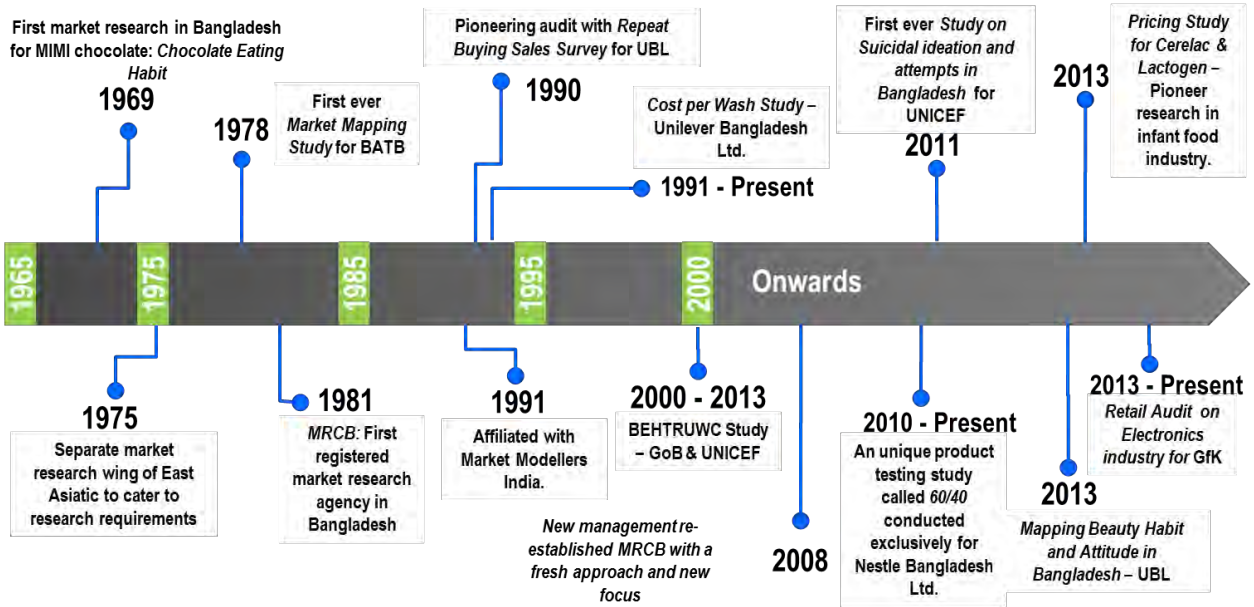


2.2: Organizational Structure:

MRCB Ltd. is managed by a Board of Directors, with Mr. Aly Zaker heading it as its Chairman. With extensive experience in the fields of qualitative and quantitative research concerning multitude of issues in both the social and marketing arena, the organogram of MRCB is as follows:



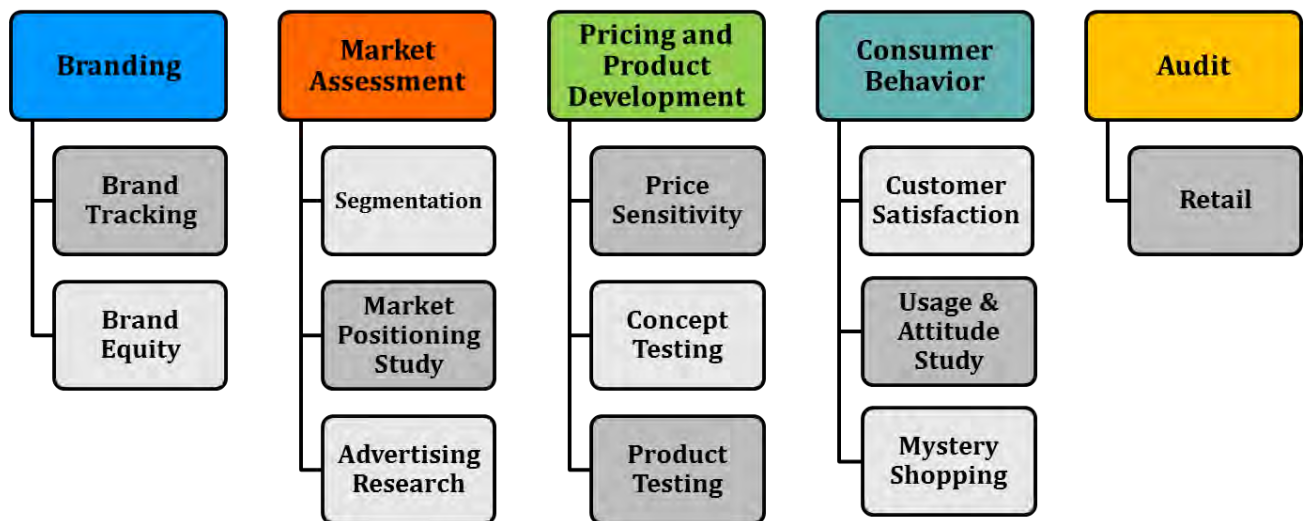
2.3: History of MRCB:



2.4: Business Solutions of MRCB:

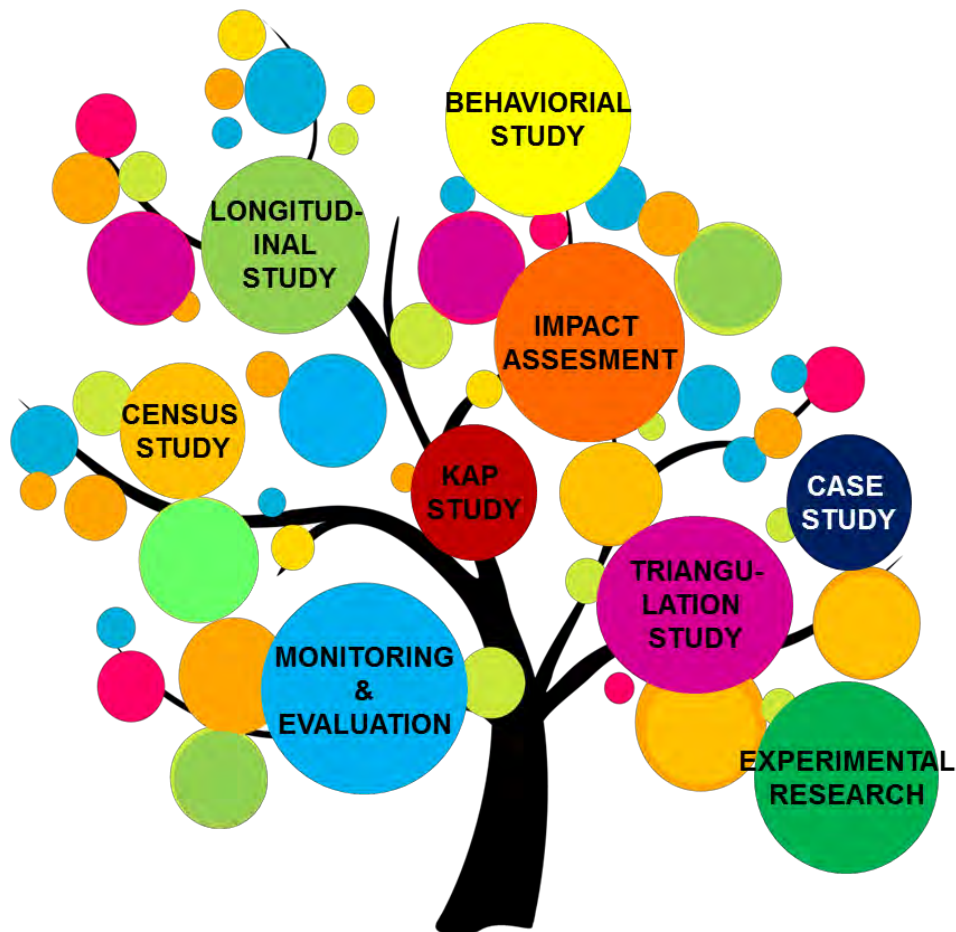
Market research focuses on understanding the customer, the company, and the competition. We have identified different types of studies which focuses on your business activities, and provides deep insights into your company's market position, your products, your competition, and the market in general. However, our business solutions are not limited to the below mentioned studies and we often customize solutions based on the client's requirements.

Market Research



Social Research

Social research focuses on examining a society's attitudes, assumptions, beliefs, trends, stratifications and rules. The scope of social research can be small or large, ranging from the self or a single individual to spanning an entire race or country. Some of the common topics of social research where we have extensive experience are: poverty, sexuality, voting behavior, gender constructs, policing & criminal behavior, education, HIV AIDS, reproductive health, dowry, nutrition, sanitation, and psychological health.



2.5: Client Portfolio of MRCB:



2.6: Job Responsibilities at MRCB:

As a part of MRCB Ltd. I have to follow certain key responsibilities which are mentioned below:

- Managing the market research portfolio in terms of supervising and managing projects.
- Leading the team and managing the learning and development of the Market Research Team.
- Communicating with the clients to understand their research requirements. Based on the research requirements, select appropriate research methodologies and design quantitative/qualitative research plans.
- Supervising research projects thoroughly as per client requirements
- Ensuring high quality data by administering every stage of the project and regular field visits
- Analyzing data and preparing research reports with useful findings and recommendations
- Responsible for communicating with the clients to understand their research brief and prepare proposals
- Designing questionnaire and moderator guides
- Ensuring quality fieldwork and data collection by constant field visits
- Interpreting data, writing reports and making actionable recommendations. Present the findings to the client.

2.7: Job Achievements at MRCB:

While following the key responsibilities at MRCB Ltd. I was fortunate enough to earn the following achievements:

- Actively handled client queries and other requirements of “GFK Census Study”
- Managed the smooth launch of “GFK Retail Audit”
- Successfully played the role of Project Supervisor for “GFK Retail Audit” since 2013
- Administered all “Activation Evaluation Study” for Unilever Bangladesh Ltd. since 2013
- Managed research project for several notable brands like: Whatsapp, SONY, Panasonic, Tang, Fair & Lovely, Sunsilk, Rin, Pepsodent, Lifebuoy, HSBC etc.
- Played a vital role as a team member for the smooth launch of MRCB Ltd. From MRC-Mode Ltd.
- Moderated more than 50 Focus Group Discussions

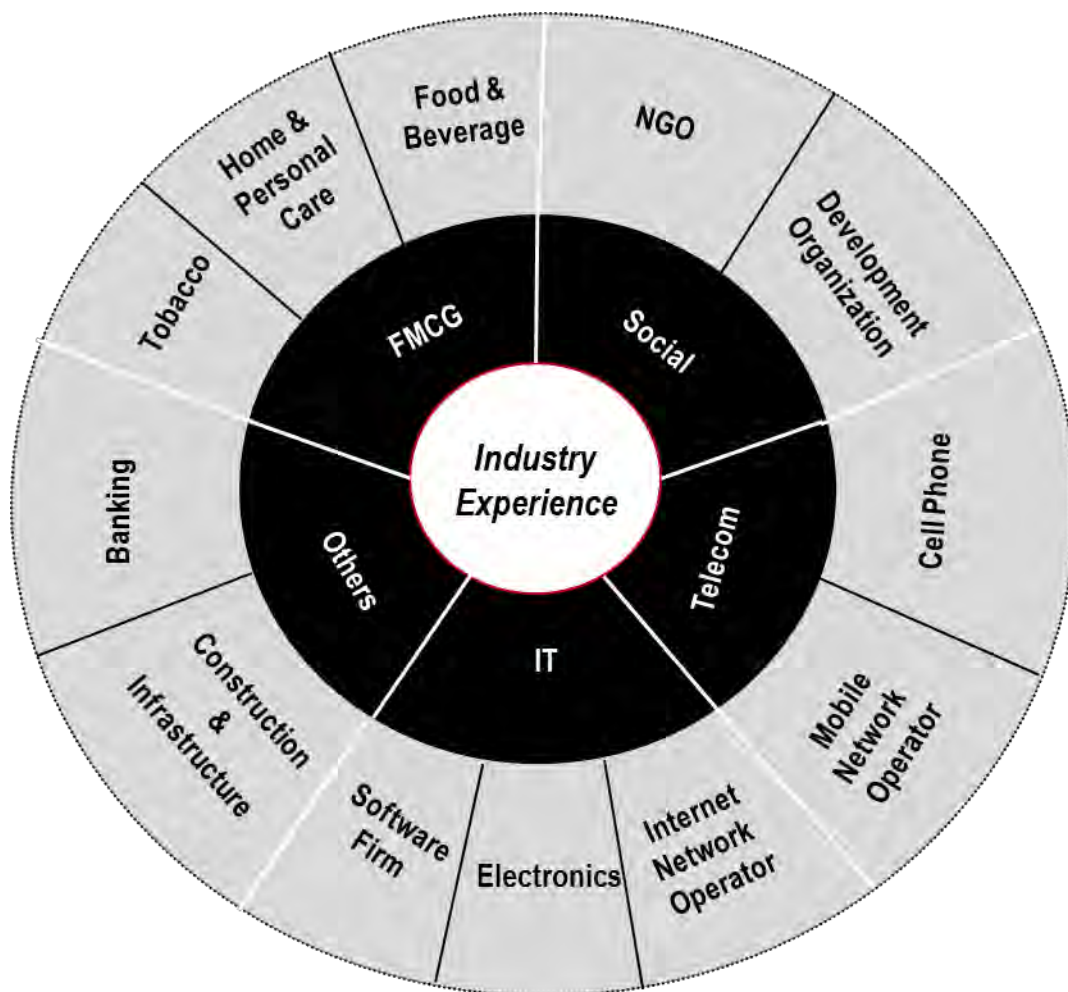
2.8: Types of Research Offered by MRCB:

MRCB provides a wide range of integrated qualitative and quantitative surveys tapping into a plethora of techniques and methodologies, including the following:

- Face to Face Survey (PAPI)
- Telephonic Survey (PATI)
- Focus Groups
- In-depth Interview
- Panel Interviews
- Diary and Blogs
- Central Location Testing
- Observation Survey
- Ethnographic Survey
- Online Recruitment of Respondents

2.9: Industry Coverage:

MRCB's long presence in the market makes us the pioneer research agency in industries like Tobacco, FMCG and Food & Beverage. Our cross industry exposure and experience along with a long heritage in the market ensures our clients a strong knowledge bank and diverse insights.



2.10: Field Coverage:

- Permanent field staff in MRCB Ltd: 10 employee
- Temporary Employee: 500+
- Each divisional headquarter has 2 fixed supervisors working for MRCB



2.11: Quality Assurance:

Quality is the key pillar of our organization's foundation. To ensure data quality we undertake the following measures at the time of data collection:

- Initial selection of interviewer after rigorous training and mock interviews.
- Pilot testing done on the field to evaluate the quality of questionnaire and data.
- Daily reporting to the supervisor by the Field Interviewer.
- During the launch period, after initial data collection operations head have feedback sessions with the field team to discuss field progress and any issues faced by the team.
- Random quality checks are carried out by the central operations team along with the project management team (researchers).
- We encourage our clients to be actively involved in the training and conduct field visits
- Daily reporting to the supervisor by the FI.
- Interviewers are selected through a strict recruitment process with their minimum education qualifications being graduates/undergraduates.
- Prior to field launch, all interviewers have to pass the pilot/mock interviews.
- All the recruited respondents' details are checked by the field supervisors. If needed, we also keep respondents details like National ID photocopy, student photocopy for specific studies.
- Random quality checks will be carried out by the central ops team (AM & head ops) along with the project management team (researchers).
- In case of CAPI, back checks are done by using PAPI for key questions and also through telephonic interviews. Specific percentages are discussed and decided upon with client.
- Analysis involves both transcription and content analysis – both done by a team of professional transcribers and researchers.
- Moderators are selected through a strict recruitment process and with adequate prior experience.
- To avoid bias in qualitative research, which affects the validity and reliability of findings – care is taken to address and control researcher bias, avoid using leading questions, asking questions clearly and concisely as well as avoid asking questions that cannot be answered by a particular respondent / segment.

CHAPTER: 03

Project Part

3.1 Introduction of the Project:

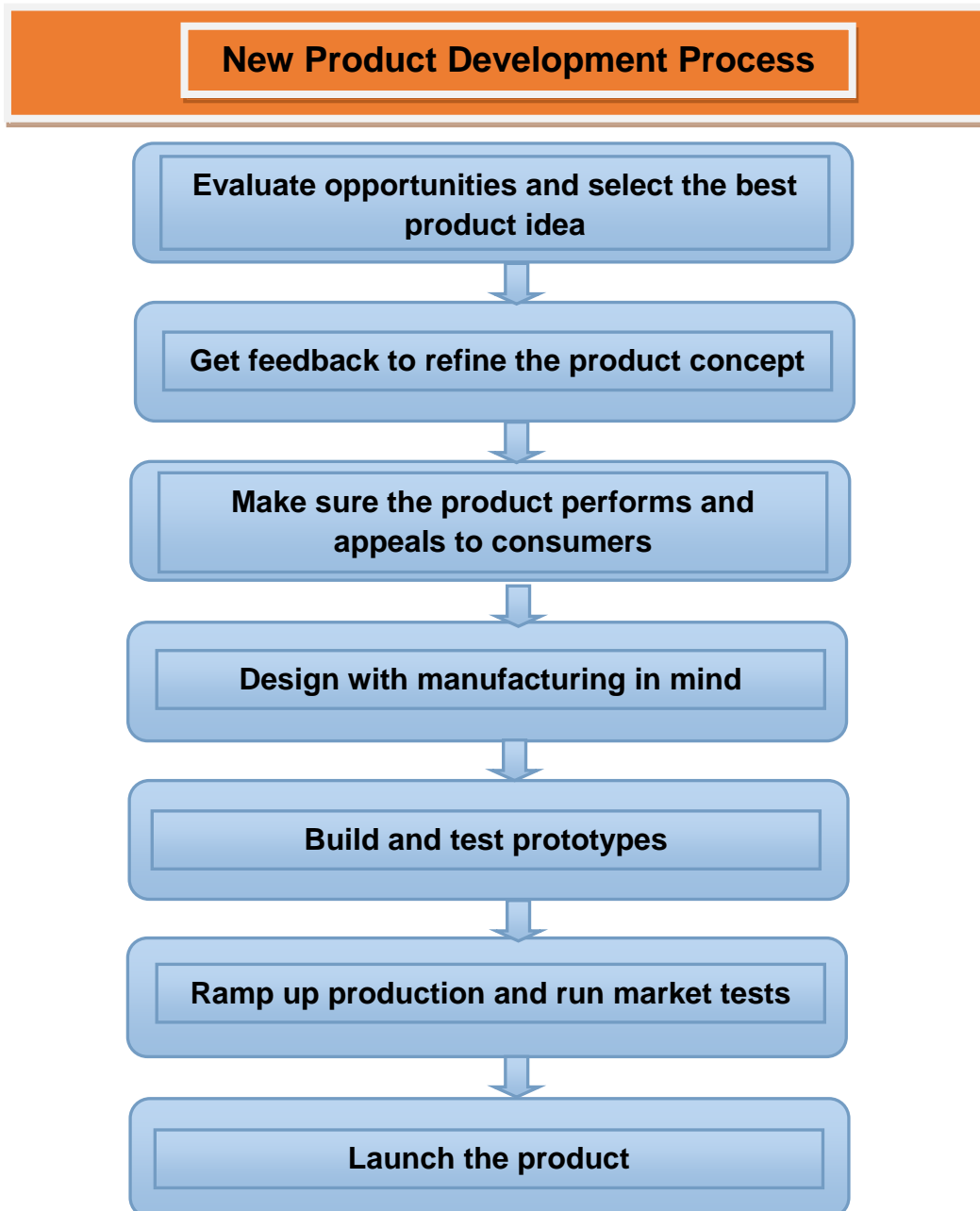
The project mainly focuses on the new product development strategy in the concept of a research study which was conducted by MRCB Ltd for a well reputed multinational company in the FMCG industry. The main purpose behind conducting that specific study was to broadly work on a new product strategy. MRCB Ltd. helped the company to find valuable insights which helped them in making crucial decisions in various stages of the full process.

3.2 Objective of the Project:

The Objective of this document is to discuss how MRCB Ltd. contributed in the new development strategy. The report will thoroughly discuss about each stage of the new product development strategy in the light of the specific research conducted by MRCB Ltd.

3.3 Scope of the Project:

This document covers Account Receivable Services from the following perspective:



3.3.1 Evaluate opportunities and select the best product idea

As mentioned earlier in the report that the company is a big player in the FMCG industry in Bangladesh and they have been engaged in the production and marketing of healthy and tasty foods for Bangladeshi consumers for a really long time. They had several infant nutrition products available in the market out of which they had one Non Vegetarian variant

3.3.2 Get feedback to refine the product concept:

Once the brand came up with this new product idea their next step was to get feedback directly from the consumers to refine the product concept. As part of this process a research was designed to serve this purpose. The core objective of this research was to understand the food habit of the target group for this new brand. Since the product was based on fish that's why the research mainly focused on the fish consumption habit of the target group. Detailed information were gathered regarding the type of fishes consumed by the respondents, reasons for consumption, benefits from consuming fish etc. The findings of the research gave the brand a clear idea about what sort of changes should be made in the product concept.

3.3.3 Make sure the product performs and appeals to consumers:

In this stage of the process the main focus was to make the product appealing to the consumers. The research was able to provide valuable insights based on the benefits derived from fish consumption and the reasons for consuming different types of fish. Relying on these core findings the product concept was modified focusing on the core benefits of this new product. As the respondents already mentioned what sort of benefits they derive from consuming fish, the product tried to emphasize on those core benefits as the product will be based on fish which will also offer same benefits to the consumers.

3.3.4 Design with manufacturing in mind:

Once the product concept was fixed in the next stage the brand focused on the manufacturing process. As the core element of the product was fish and the main concept of the product was to offer the benefits of fish through this new product, that's why the manufacturing process needed to be designed keeping them in mind. While designing the manufacturing process it was also kept in mind to make the product tasty so that the consumers can easily consume it. Also since it was an infant nutrition product so the recipe also focused on other nutritious elements along with fish to

make the product more appealing to the consumers. It was also important to consider the fact what would be the best manufacturing plan to process all the necessary elements into this new product.

3.3.5 Build and test prototypes:

After the recipe and manufacturing design was fixed, a couple of product prototypes were made in this stage. Each prototype had different recipe with slight differences in them. Now at this stage the brand needed to decide which sample or prototype would be more appealing to the consumer. To make this decision another research was conducted which is known as “Product Testing”. A central location test (CLT) was conducted where respondents were invited to taste two different sample products and share their opinions on various parameters i.e. taste, color, sogginess, saltiness etc. Since this product was for infant that’s why the respondents were mothers having infant babies because usually it’s the mothers who mainly take the final decision about the food for their babies. And in the process of making this decision they would like to taste the product at first to check if their baby would find it appealing or not. So with this product testing the brand was finally able to come up with a decision as which product was preferred by the respondents and ready to be introduced in the market.

3.3.6 Ramp up productions and run market tests:

After finalizing the SKU size and packaging design of the product, production was ramped up for a certain amount of packages to run a market test. Once the production was mobilized a market test was conducted in several areas to take direct feedback from the consumers regarding the product. The consumers shared their feedback in terms of the price, size, packaging, likes – dislikes, areas of improvement etc. about the product.

3.3.7 Launch the product:

Based on the feedbacks from the consumers received in the earlier stage, necessary changes were made in the product. After making these changes the product is finally launched in the market. At this stage a proper production plan is designed based on the estimated demand in the market. Also a full scale supply chain plan is also planned to make the available to the targeted customers.

CHAPTER: 4

Findings and Conclusion

4.1: FINDINGS

This findings revealed the **challenges** in overall process of the new product development strategy.

Some notable findings are discussed below:

1. The product idea must be appealing to the target consumers
2. The product concept should be designed based on the expectations of the consumers
3. To get a proper understanding about the expectations it is very crucial to listen to the consumers through market research
4. Before introducing a new (food) product in the market conducting a product test gives a competitive advantage
5. Product test is always helpful as it benefits the manufacturers to make necessary changes in the product to make it more appealing to the target consumers

4.2: CONCLUSION:

Finally it can be concluded that market research plays a vital role in the New Product Development Strategy. So to successfully follow every steps of the strategy any marketer should focus on the consumer insights which will be extracted from the market research along with other elements in the strategy. The marketer should heavily rely on the consumer feedbacks and make necessary changes to the whenever necessary to make the product more attractive to the targeted consumers.

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- <http://mrcbangladesh.com/>