Summary

Because Intraco and Zens have made an agreement, Intraco did get a change to ensure that the new products would fit the market. Since the current products of Zens do not get enough market response and the reason for this was not clear, I as an Industrial Design student was asked to find a way to ensure that the products will fit the market.

Before the core problem could be found, the context of the problem needs to be analysed. This will conclude that the problem, for Intraco, is not really knowing where the target market is searching for. This in combination with the lack of communication with the target market, makes it difficult to know if a product would or would not fit the market. Further, because of the business structure, it is hard to get in contact with the target market since they probably don’t even know Intraco. Therefore, another method for identifying the target markets requirements needs to be used.

There will be searched for the answer to the question:

‘How to develop a marketing strategy for a not defined product using a structured analysis of the existing product portfolio?’

There will be searched for literature that describes what aspects could determine product success. Namely the marketing mix, that describes a product by four aspects: Product, Price, Promotion and Place. These aspects will be reflected against the situation of Intraco what will lead into twenty-one measurable variables. After rating the whole product portfolio will lead into a data-sheet. By performing multiple regression on the data-sheet the significant predictor variables, price per product, fun-factor, accessibility, usefulness and customizability will be found. On which the new products will be reflected. After this reflection, the products will be re-designed to fit the market.