No. 2.a  Marketing :: Skills Assessment

Overview

For this assignment, you will analyze a brief Harvard Business case focusing on New Product Development (NPD) issues. The case “TruEarth Healthy Foods: Market Research for a New Product Introduction” requires you to decide whether to launch a new product, estimate demand under different conditions/assumptions, and assess other factors relevant to the go/no go decision.

The link to download the case and the Excel template will be given to you in class.

Case Questions to Get You Started

1. Why was Cucina Fresca pasta successful? How would you compare the pizza opportunity to that for pasta? How would you compare the actual product development process for each?

2. Using the forecast model for pasta shown in Exhibit 5, what is your forecast of the demand for pizza?
   a. Look for data in Table B and Exhibit 7, and use the excel sheet provided.
   b. Take into account the significant difference in the “likelihood to buy” results for pasta customers and non-customers. Actual penetration of the Cucina Fresca parent brand may range from 5% to 15%, so sensitivity analysis will be useful.

3. What can the TruEarth team learn from Exhibit 6 about how consumers view pizza?

4. How do the pizza concept test results (Exhibit 7 & 8) compare with the findings for pasta (Exhibits 3 & 4)?

5. Is there a first-mover advantage in pizza similar to fresh pasta?

6. How do you interpret the findings in Exhibits 9 & 10 to evaluate interest in pizza?
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Project Requirements:

1. Executive summary – the first paragraph in the memo should state your recommendation (launch/don’t launch) and the expected results of your recommendation (e.g., if you recommend launching, what are the sales and profit implications; if you recommend not to launch, what are the cost savings or other benefits?).

2. Exposition of logic and analysis – in the two or three paragraphs directly following the executive summary, you will summarize the main arguments and evidence for your recommendation.

3. Appendix – you are required to complete the excel table provided to you with the case. This will get you started on digging into the quantitative aspect of the case, critical to informing your go/no go decision. You are strongly encouraged to generate additional exhibits that summarize and highlight the evidence supporting your recommendation. Please be as explicit and descriptive in each of the analyses you conduct. The Appendix with exhibits has no page limit to help you in providing the most comprehensive exposition of your analyses.

Due Date: Tuesday, August 30, 2011

E-mail the memo with all exhibits in one single document (pdf is strongly preferred) to Prof. Spanjol (spanjol@uic.edu).