

Strategic Formulation Program™ (SFP)

SFP™ has a defined methodology/approach. The questions, below, were generated to support an actual Client session that revolved around a new Target Market Segment. This was being done to ready the company for a major product launch. The results, of this session, were translated into a Profile, which fueled the definition and development of the Action Plan to support the Roll-Out Campaign.

- What characteristics and attributes of the new products will make them excel?
 - How do they correspond to the company's value proposition and the previous generation of products?
 - How do they stack-up against the competition?
 - What does the quantifiable opportunity base look like?
 - Will timing and market drivers work to the company's advantage?
 - What real or perceived benefits will the company tag for these new products?
 - What are the risks and obstacles to achieving success? What are the dependencies?
 - What does success look like? Characterize.
 - What is the best launch vehicle for these new products?
 - Should the company conduct a market validation test before going full-hog?
 - What is the break-even volume level?
 - What is the target cost bogie and the price the market will bear (including the new Target Segment)?
 - Who is the target audience (full profile and description – right down to buying attitudes, psychodynamics and sensitivities)?
 - Do the new products have the capability to spawn a 40% Compound Annual Growth Rate, as the company expects? Where is the data to justify this?
 - And, by the way, what did the CEO mean by "revitalizing" growth?
- (We thought that he indicated that his direct sales team was doing a bang-up job)

