

2324 Managing Products: A suggested draft structure

(2500 words +/- 10%)

1.0 Introduction (100-150 words)

- Introduce the purpose of this report;
- Introduce the name of the chosen (existing) product and the industry/sector and the context (country/regions) within which it has been managed, and justify why this chosen product is significant enough to be chosen for the purpose of this assessment;
- If your chosen product is managed in worldwide, you should explain which specific context that this report is focused on;
- Briefly introduce the structure of this report.

(You should point out the importance of looking backwards to plan the way forward as the purpose of this report)

2.0 The ownership and strategic objective(s) (200-250 words)

- Clearly explain who has overall responsibility for designing, developing and improving (the ownership) the selected product/service;
- Provide an insight of the context within which this chosen product was developed to fulfil the strategic objective(s) of a specific company;
- Spell out the strategic objective(s), and the changes/modifications since.

(**Theoretical considerations:** organisational strategic objectives, SMART, ESG considerations)

3.0 Key attributes and competitors (400-500 words)

- Critically appraise the key attributes of the chosen product;
- Spells out who the customers are, and their voice/needs;

- Critically analyse its main competitors in the current market (you might also wish to use a table to provide a direct visual on the key points of these comparisons)

(**Theoretical considerations:** types of product, the Kano model, voice of the customer, competitive advantage/competitor analysis)

4.0 Evaluating the current issues in managing xxx (insert the name of the chosen product) (1200-1400 words)

(use sub-headings as appropriate, i.e., 4.1, 4.2, 4.3.....)

- Critically analyse the current issues in managing this chosen product within existing macro and micro environments;
- Critically analyse associated risks of managing the product in the current environments;
- Critically evaluate its current position within its product life cycle; and,
- Critically evaluate its current position within its market.

(**Theoretical considerations:** VUCA, product life cycle theory, geopolitics and globalisation, innovation, supply chain, ESG, communication strategies, digital products, risk management, the waste hierarchy, BCG Matrix, leaving the markets.....)

***Further suggestions: some may wish to split this section to two smaller sections by having the evaluations of its current positions to a separate section)

5.0 Conclusions (150-200 words)

- Conclude the key points of the discussions.

6.0 Recommendations (only in bullet points, 150-200 words)

Based upon the conclusion of key points above, in this section, you need to recommend:

- key features and processes that this product could continuously improve to be in line with the constantly changing requirements; and/or,
- if the chosen product is coming at the end of its life cycle, the characteristics of a prototype that the ownership may have already been planning or wish to undertake in line with the customer's voice and market trends.

(Theoretical consideration: 'new product' – which 'new'?)

References: (this needs to start on a new page, and not numbered)

(List the references that have been cited in the main text here by following the required Harvard format, in Alphabetical order)