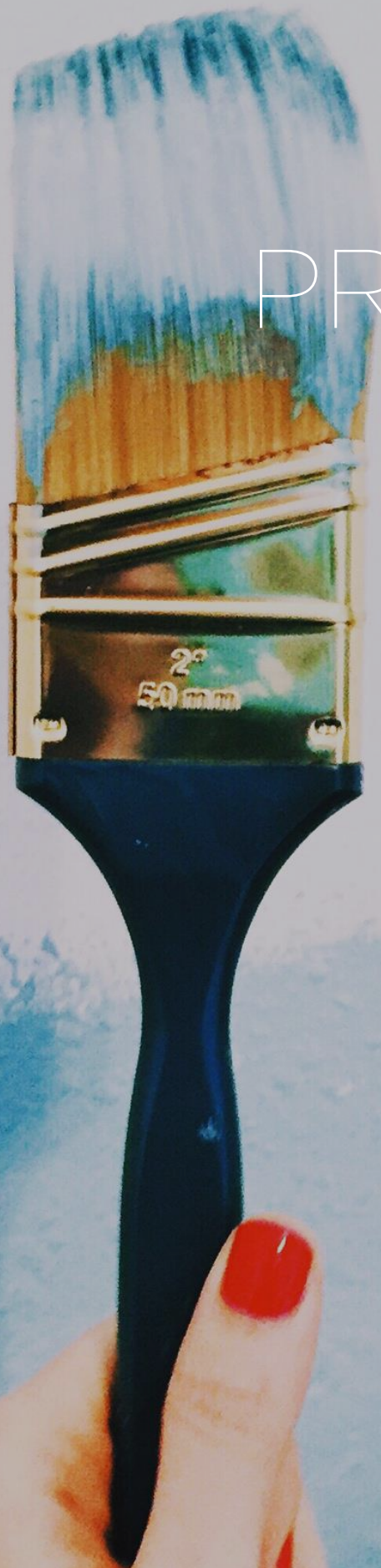


An introduction to

PRODUCT



shirlaws
Love Enterprise

Introduction

Purpose of this document

This document provides an introduction to the concept of the Shirlaws Product Framework.

What is the Product framework about?

Context – foundation

The Product framework is about providing a **foundation** for a business. Without Product, there is no business – thus it is the **foundation** for all strategic activity across the business.

Content

The Product framework shows how key the Product portfolio or production is to a business. In addition to supporting the positioning of a business, the Product range or production is its foundation.

The Product portfolio allows a business to grow the customer base and span wide ranging markets – a proactive strategy to Product extension is key to any growing business, and it is able to generate loyalty from the client base by utilizing Product extensions.

Product is what is built for your clients (whether it is tangible or a service).

Commercial and Cultural Outcomes

Whenever a Shirlaws framework is implemented within a client's business, it is necessary to identify, quantify and qualify the **commercial** and **cultural** outcomes of that implementation process.

In this context, commercial outcomes are those that can be quantified by numbers, the facts, figures – the hard side of business.

Cultural outcomes are based on the softer side of the business, i.e. feelings, emotions, behaviours.

Some examples of commercial and cultural outcomes from implementing Product in a business may include:

- Business leverage focus
- Risk management through Product) (Distribution balance
- Positioning clarity
- Clarity and alignment of business focus
- Clear communication

Example questions a client could be asked:

- What business are you really in?
- What are people buying – you or your Product?
- Is the business dependent on developing new products or on building

client base and channels to market?

- How would you feel if your Product was clearly defined in the market place, with your suppliers, your customers and your staff?

L1 Concept

What is Concept?

The **Concept** layer refers to the vision and ideas generated. It is the process of introducing an overview – the **why**.

What does the Product Concept look like to the client?

- Gaining new insights into my Product as a strategy.

What does the Product Concept feel like to the client?

- Interested to find out more.

What blocks the client from moving to the next layer?

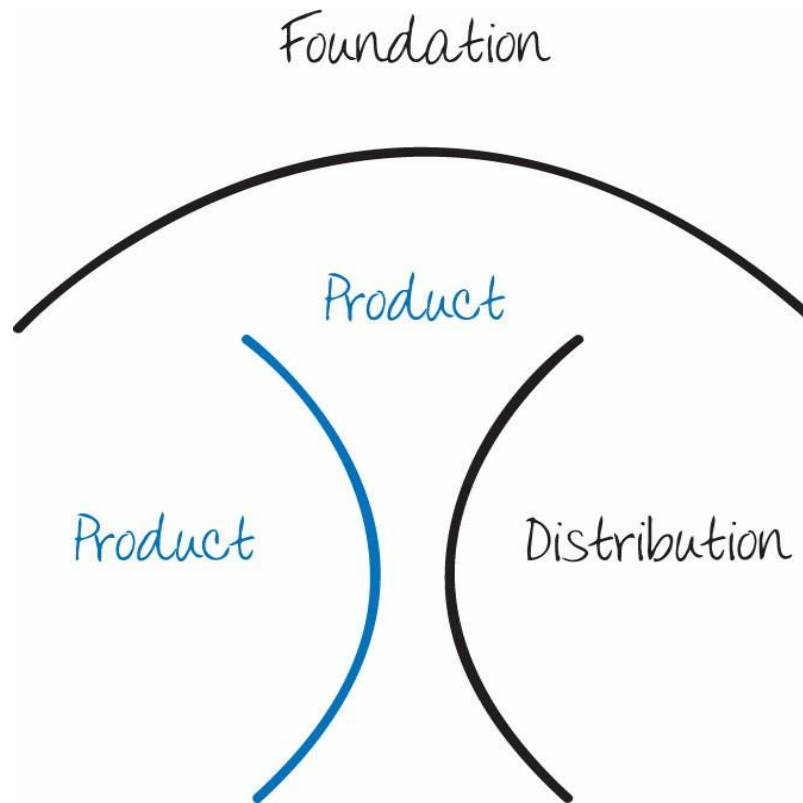
- Understanding the difference between strategic thought and operational thought.

What expectations need to be set with the client?

- This is a primary Growth strategy that can provide your business leverage.

What does the Product Framework look like?

The following is a depiction of the core diagram for the Product Framework.



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