

## Turnkey Product Line Audit & Strategic Assessment

### 60 Days, \$40,000

A product line audit is appropriate for firms in any of the following situations:

- ❑ Evaluating a New Product Initiative as an addition to a current product line or as a new line of business.
- ❑ Determining if an existing product line is viable and warrants a commitment to future R&D investment.
- ❑ Shaping product plans to match the competencies of a newly formed division.
- ❑ Benchmarking an active product line to discover directions for profitable product development efforts.

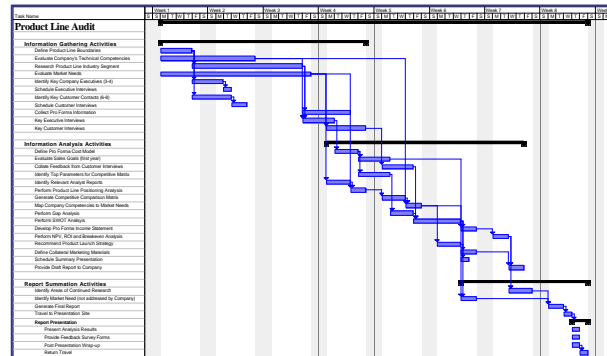
Product Marketing is a process that involves a great deal of synthesis of knowledge. It is seldom something that can be accomplished by one person regardless of their experience level. Market Plan Engineering uses a process that involves several principal consultants, client firm executives / customers, and their networks of industry connections to provide a vast knowledge base and the maturity to synthesize the views of a broad range of industry perspectives. **The result is a rapid snapshot of your firm's current position, and a solid understanding of its strategic competencies to direct toward future product or service offers.**

We use a disciplined process and a pool of savvy experienced executives. Our consulting services are packaged such that you know what to expect from us, and what is required from your firm, at every step of the process.

For a typical Product Line Audit you will get a detailed report of your product line as if it were an independent business. This report will be delivered concurrently with a half-day presentation summarizing the research and conclusions.

The report will typically include:

- An analysis of your firm's strengths, competencies, and advantages.
- An analysis of the product line's positioning relative to its top identified competitors and the firm's competencies.
- Competitive comparison matrix based on top customer criteria and available pricing information.
- We will lead your team in developing an understanding of the product life cycle for your products, the influencing life cycles of component or complementary products, and the overall context of how the marketplace views both your products and your firm.
- Evaluation of technical competencies relative to market needs.
- Mapping of competencies to market need. Is the firm developing products along its strengths, or the needs of the customer?
- Gap analysis; are emerging market needs being met?
- Identification of relevant marketing reports
- SWOT (strengths, weaknesses, opportunities, threats) analysis.
- Define collateral materials needed for product promotion. Is the current marcom plan adequate?

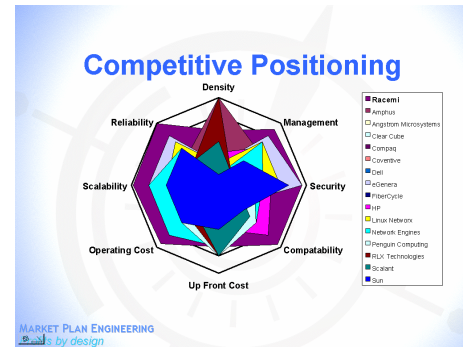


- Recommended product launch / positioning communication strategy (advertising, tradeshow, conferences, speaking opportunities, editorial content opportunities.)
- Develop pro forma income statements for product line based on mutually developed projections of sales and cost trends.
- NPV, ROI, and breakeven analysis based on pro forma projections.

During the Product Line Audit we will limit the amount of time required from your executives, and only contact customers that you direct us toward.

The research we undertake on your behalf can be conducted discreetly or visibly; we operate under your instructions. Generally the customer feedback we get is better if we can be very candid about the client firm and goals of the research. Customers almost always appreciate the concern exhibited by an active product marketing effort and are very forthcoming to an external auditor. We will enter into a non-disclosure agreement with your company, and will maintain confidentiality of all Confidential Material you provide to us.

The result of a product line audit is a complex combination of evolving customer needs, wants, and priorities viewed through process that makes sense of the many variables influencing your product /service strategy. We present the results and background material in a format that is easy to understand, draws practical conclusions, and increases the confidence level of the resulting decisions. We are not afraid to make hard recommendations; we will typically provide a range of recommendation from a best case to a worst-case scenario. You may use these to bound expectations for your investors and to set future management objectives. As the manager of the firm, you must decide how aggressively to view the data we present. We will not try to present an overtly "rosy" picture of the likelihood of success of a product, but will certainly provide compelling material for you to present such a view should you have the need.



We make a great effort to provide concise visual explanations of competencies, competition, and positioning. Along with widely recognized tools such as SWOT analysis and financial models, these provide compelling and credible tools for you to use in both internal and external presentation. You are free to use the original material we provide to you in the final report.

If your firm could benefit from a better understanding of its relative position, and identifying the most profitable and defensible avenues for growth, then a Product Line Audit is

a recommended starting point for your strategic planning. We will be glad to explain how Market Plan Engineering can provide this traditional Product Marketing function at a very compelling price, and with very confident results.

Our turnkey pricing of engagements assures that our customers understand that they are getting a complete review, not a variable price engagement. As our customer you will know what your costs are, and will have strong expectation of our team. We fully expect to exceed your expectations in every engagement.

**Market Plan Engineering, LLC**  
 315 E. Ponce de Leon Ave. Suite 433  
 Decatur, GA 30030  
 404-806-0126  
[www.marketengineering.com](http://www.marketengineering.com)