

***PRODUCT CONCEPT....***

## INTRODUCTION:

Product Concept states that customers or consumers prefer product which is of the highest quality, performance and features. Product concept is a

Product Concept states that customers or consumers prefer product which is of the highest quality, performance and features. Product concept is a mandatory concept in order to give the best possible product to the customer as per the demand and expectation. A product is not complete in itself and requires other factors of business like marketing, distribution, sales, service etc. to be successful.



# MEANING:

A **product concept** is a description of a product or service, at an early stage in the product lifecycle. It is generated before any detailed design work is undertaken and takes into consideration market analysis, customer experience, product features, product cost, strategic fit, and product architecture.

A product concept should describe how the new product will appeal to its target market. While the product concept is based upon the idea that customers prefer products that have the most quality, performance, and features, some customers prefer a product that is simpler and easier to use.

# IMPORTANCE OF PRODUCT CONCEPT:

Using Product concept, a company can give identity to the product and can add functional value and usability so that the intended customers can derive this benefit and eventually buy the product in the market.

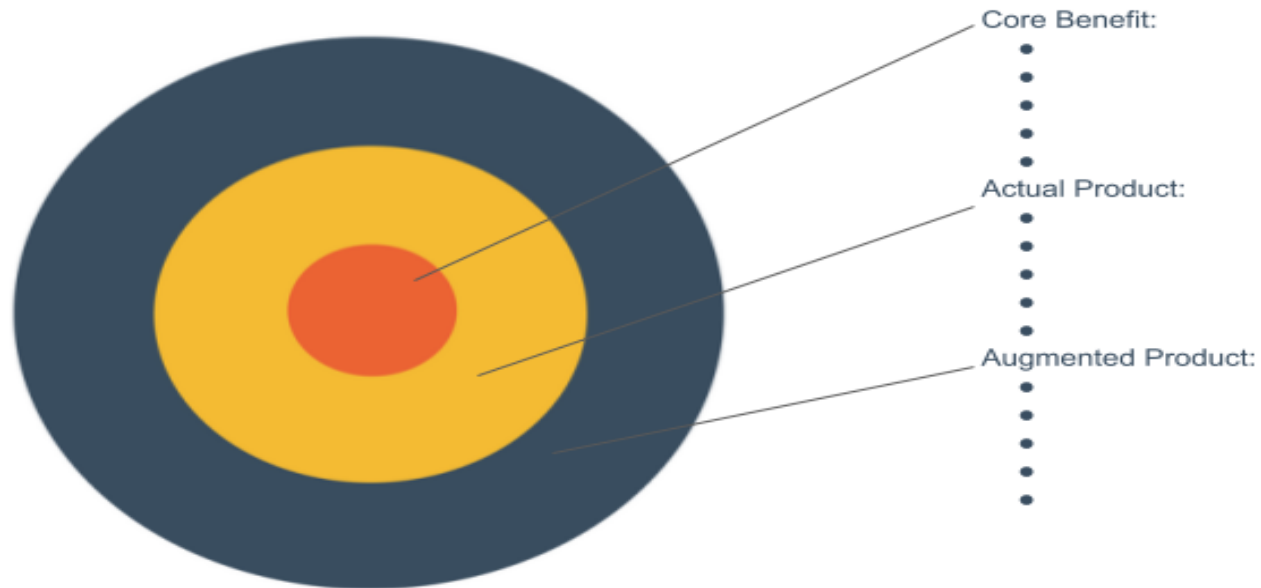
Product concept is one of the orientation strategies & marketing strategies towards market which a company can follow. Other being Selling Concept, Production Concept, Marketing Concept etc. Marketing Pull is generated because of superior products which helps in success of the brand.

Innovation helps to get new products with features which customers would like.

# PHILIP KOTLER HAS SUGGESTED THREE LEVELS IN WHICH A PRODUCT CAN BE DIVIDED:

## The Three Product Levels Template

Use this template to describe the levels of your product, starting with the Core Benefit. At each level, attempt to differentiate your product,



# CORE PRODUCT:

A **core product** is a company's primary promotion, service or product that can be purchased by a consumer. Core products may be integrated into end products, either by the company producing the core product or by other companies to which the core product is sold.

For example, when one goes to restaurant food is core product because a hungry customer will not look at ambiance or customer service rather he or she will be satisfied when he or she is served good quality food.



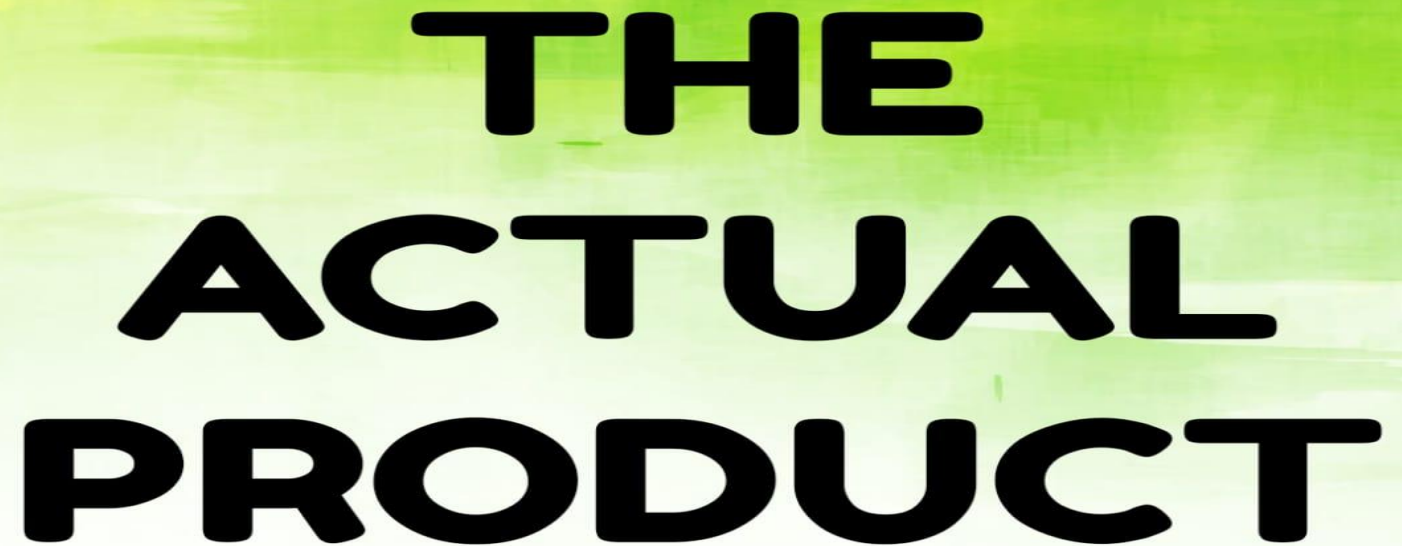
**CORE  
PRODUCT**

## THE ACTUAL PRODUCT:

The actual product is **the tangible, physical product and what the average person would think of under** the generic banner of product.

And when combined with the augmented product, like a warranty or customer service after the sale, the core gains its value.

For example, if the core benefit that a consumer seeks is **READING** then a **BOOK** is the Actual product.



# THE ACTUAL PRODUCT

# THE AUGMENTED PRODUCT:

An augmented product is a **product that has been designed by its seller to include several additional benefits and features beyond just the physical product**. Usually, these additional benefits come in the form of intangible features and services that accompany the purchase of that product.

One of the ways many e-commerce platforms drive more sales is through product augmentation. An e-commerce site offering free shipping for products from a certain price level, or a free phone accessory with the purchase of a phone, etc., are examples of augmented products.

# THE AUGMENTED PRODUCT

# CONCLUSION:

The product is the most tangible and important single component of the marketing programme. The product policy and strategy is the cornerstone of a marketing mix. If the product fails to satisfy consumer demand, no additional cost on any of the other ingredients of the marketing mix will improve the product performance in the market Place.

It is based upon the idea that customers prefer products that have the most quality ,performance and features.

Thank You