PRODUCTS

1. **Think Marketing first, then the Products will sell itself.** Most products are created without proper marketing before selling. This is wrong. Smart CEOs create a product with every part of marketing Ps (Position, Price, Place, Packaging, Promotion, Profit, etc.) in mind.

> *"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself" Peter Drucker*

2. **Cost, Time, and Quality, the 3 interlocks of Production.** Reduce any one of them, the other two have to be adjusted. Lower two of them, the third one suffers. It is not a matter of good or bad choice, you have to balance all three toward your market needs. When in doubt, pick the shorter time route (faster speed-to-market) with just right quality. Opportunity can't wait.

3. **Packaging design trumps all promotions.** All promotional activities are costly, no matter traditional or new age digital one. Packaging is the greatest and most direct way to attract consumers to your product. Apply the 3-second Rule to design your packaging in order to get the best chance for consumers to pick your product and buy it.

4. **Only the top 3 brand leaders can swing consumer behaviors through advertising.** The rests of them are wasting their money. Try to create a new category for your product or license a leading brand to position your product as the front runner.

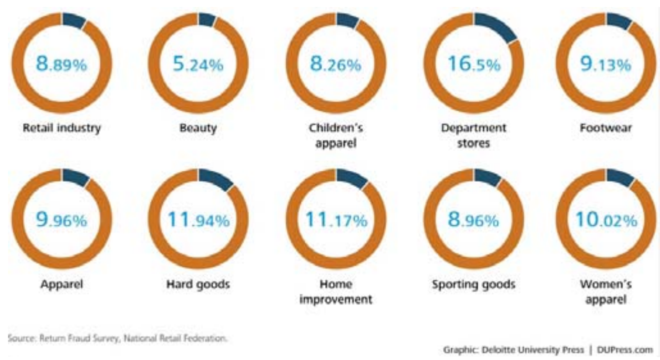
> *"Half the money I spend on advertising is wasted; the trouble is, I don't know which half" John Wanamaker, American merchant*

5. **Don't let the best be the enemy of the good.** It is easier to develop a new product similar to the successful one. Unless you have the market segmented, with a similar product to compete your own, you will shoot yourself in the foot and dilute your own profits. Make them in waves of sequels with scheduled time releases will help.

2007	iPhone (1st generation)
2008	iPhone 3G
2009	iPhone 3GS
2010	iPhone 4
2011	iPhone 4S
2012	iPhone 5
2013	iPhone 5S iPhone 5C
2014	iPhone 6/6 Plus
2015	iPhone 6S/6S Plus
2016	iPhone SE iPhone 7/7 Plus

6. **Costs of a product are not just BOM**. Cost of Goods in accounting may be equal to the build of materials, manufacturing and labors. But, in reality, product costs include R&D, marketing, manufacturing, delivery, storage, returns and taxes, from crib to coffins. Put this in your mind before making it. Otherwise the more you sell, the more money you will lose.

7. **Product Returns will kill you.** Consumers like to return products to show their self-empowerment. The reasons for returns are from product quality to just “no reason”. Build safeguards into your product to prevent returns. A Manufacturer’s Return Policy is not a safeguard.



8. **Contract manufacturers have different agenda than yours.** Factories have limited capacity. Their incentive is fast turnaround and less downtime for their production lines. Shortcuts are a default for them. Watch them on-site closely during production. It will be too late after products have shipped.

> *“The bitterness of poor quality is remembered long after the sweetness of a low price has faded from memory” ~ Aldo Gucci, founder, Gucci Shops Inc.*

9. **Present your product line with enough depth to your sales channels.** Sales channels want repeated buyers and become the destination for your products. Do not sell them one or two pieces of your products. Create a product “Line List” and plan product varieties far more than one season for your sales channels to sell. Always have Good, Better, and Best diversities because consumers like to compare and choose. Instead of comparing yours with competitors, let them have options to buy from your own line of prices and assortments.

Source: http://www.huffingtonpost.com/2012/04/27/consumer-brands-owned-ten-companies-graphic_n_1458812.html

10. **Sales data need to be verified by actual store visits.** Even live sales data may be deceiving. Visit several stores in different regions to determine if given data is good or bad. Adjust your marketing strategies accordingly.