

Product Development



This week...

Jack and Chris discuss what they need to do to successfully develop their company's latest smartphone.

Lesson Objectives...

- Making a clear plan
- Developing a product

Business English Conversation

Super Class

Warm Up – Topic Question



In your opinion, what makes a good product?

Picture Description

What are they thinking about?



B



A



Chris	What's our number one priority for developing our latest smartphone?
Jack	For starters we've got to consider the basic outline for the product.
Chris	I reckon the average consumer is crying out for a no-nonsense , entry-level smartphone. Something that is functional and affordable.
Jack	The big boys have saturated the market with high-price and high-tech items. Maybe we could carve out a niche with something more simple.
Chris	My thoughts exactly. There's a lot of people out there who don't need phones with all these bells and whistles that you see everywhere.
Jack	One thing, though. If it's going to be cheap to buy, then it has to be cheap to produce, otherwise our profit margins will suffer .
Chris	Agreed. Why don't we do a feasibility study to see if all the costs will be in line with what we're hoping?
Jack	Great. We could also ask the R&D department to make a prototype.



Student A and Student B are responsible for developing their company's latest product. They discuss what they need to consider when making the product.

Key Phrases

- We need to talk about the details for the new product we are planning to develop.
- Who's our target market?
- Do you think it will sell well in?
- I think people are in need of
- I think we should aim it at
- How long would it take to manufacture?
- *Other*

Products

- smartphone
- laptop/desktop
- car
- washing machine
- sofa
- *other*

Elements

- design
- price
- target market
- target region
- production costs
- *other*



Talk about one of the following topics for one minute:

1. The importance of a Unique Selling Point (USP).
2. Japan's tech and electronics industry.
3. The most well known Japanese products.

*Other students in the class, ask one question each to the presenter after the speech

- What is the most important thing to consider when making a product?
- Do you prioritise quality or affordability when it comes to buying a product?
- Do you try to buy products that are made in Japan?

Our new product that was released last month is **flying off the shelves**.



buyer's market – a situation where there are more sellers than buyers of a product or service and the buyers have an advantage

- It was a **buyer's market**, so the smartphones were very cheap.

carve out a niche (for a product) – to create a product that nobody else has

- We **carved out a niche** for our sports drink by targeting it at middle-aged people.

fly/jump off the shelves – to sell very well

- Our new robot vacuum cleaner **flew off the shelves** last year!