

Teacher guide

Marketing mix, the product life cycle and new product development – *Portakabin*



Where does the lesson fit?

This session would fit in a marketing module to introduce the concept of product design and the product life cycle.

Suggested resources & activities related to the product life cycle and *Portakabin*

- Full *Portakabin* case study
- *Portakabin* MP3 of case study
- Marketing mix, the product life cycle and new product development PowerPoint
- *Portakabin* crossword
- *Portakabin* word search

Suggested timings for the session

10 mins	Starter e.g. <i>Portakabin</i> word search
5 mins	Use the Marketing mix, the product life cycle and new product development PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task
5 mins	What have you learned?

Answers to questions

1. What is a USP?
A USP is a unique selling point or unique selling proposition. This is something that makes it stand out from its competitors.
2. Describe the difference between a product-orientated and a marketing-orientated business.



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Product-orientated businesses tend to develop new products to the highest standard and then promote and sell those products to as many customers as it can find. A market-orientated business, however, uses market research to find out what customers want and need now and in the future.

3. Explain why NPD is important for *Portakabin*.

New product development is important for many reasons, for example it:

- enables a *Portakabin* to remain a market leader. NDP keeps the company competitive as it allows *Portakabin* to listen to consumers needs and develop products to fulfil these needs.
- allows *Portakabin* to develop not only new products but new production processes and materials to improve efficiency as well as sustainability.
- helps *Portakabin* to maintain its USP whereby its builds are delivered on time and on budget – new materials, processes and products help achieve this.

4. Analyse the reasons why a business might monitor what stage of the product life cycle its products are in.

A business should monitor its product portfolio to ensure it has products at different stages in the product life cycle at any one time. Cash flow will be affected depending on the stages of the product life cycle, for example, products in the development stage will not be creating any revenue and will cost the firm money to develop. Products in the saturation and decline stage will not be creating as much revenue as products in the growth stage. For this reason a firm must ensure it is constantly developing new products to be the next wave of growth products that will create the most revenue to cover the cost of NPD as well as making a profit.

What have you learned?

Expected learning is likely to include:

- Definition of the marketing mix
- The key elements of product design
- Research, development and NPD
- Benefits of NPD
- The product life cycle