Reviewing Product Launch Results

In this activity, you need to review the recent new product launch results across different firms.

How well did their respective launches go? Can you get a sense of their relative strengths/weaknesses from these results?

Key Metrics	Firm A	Firm B	Firm C	Firm D
Target market size	1m	1m	1m	1m
Trial %	20	40	20	10
Repeat %	40	20	60	50
Penetration %	8%	8%	12%	5%
Average quantity	20	25	30	10
Average frequency	3	3	4	2
Volume - units	4,800,000	6,000,000	14,400,000	1,000,000
Average price	5	6	4	10
Volume - $'s	24,000,000	36,000,000	57,600,000	10,000,000
Retailer penetration	10	60	40	20
Launch spend	2,000,000	20,000,000	10,000,000	2,000,000

Student Discussion Questions

1. Start by defining the key metrics used, namely: trial, penetration, frequency, and volume.

2. Then make sure you know how the numbers work together to calculate volume of units and $'s (revenue).

3. Based on these results, which firm achieved the best launch results?

4. Review the results and highlight a positive and a negative aspect of the results for each firm.

5. Can you get a sense, from the numbers, of the quality/value of their product and how well they executed their launch campaign?

6. What top-level recommendation/s would you have for each firm?