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**Abstract**

The purpose of the paper was to find out if a selected market area offered a genuine opportunity to the company that ordered this study. The study has been conducted using both qualitative and quantitative methods in the form of a case study.

The sub questions which the author had to answer in order to ultimately be able to answer the set research problem were: "Is the competitive environment of the target market suitable for a product launch?", "Is there a segment attractive enough that would suit the skills of the company in the target market?", and "What product attributes should be proposed and marketed in order to succeed in the target market?".

The theoretical framework of this thesis is based on publications of many marketing researchers. However, the main sources were works of Philip Kotler; John Weber, whose innovative market structure profile analysis gives the possibility to quantify the size of the opportunities; and a book of Michael J. Croft, in which managerial tools for segmentation and positioning were presented. In addition a model designed by the author is also presented. The purpose of the model is to serve as a "willingness for price war"-indicator, but could not be used in this study. The structure of the study reminds closely SWOT-models and conventional market segmentation frameworks, but the final framework is based on the questions that are considered as being important among scientists that work closely with the field of marketing

The information has been gathered using many sources of qualitative information from interviews to the study of documentation and from correspondence to the physical inspection of the relevant products. Part of the data has been turned into quantitative information and analyzed numerically.

In the empirical part of the study the objective of the company, the entry barriers, the sources of opportunities and the strengths and weaknesses of the company linked to the target market are scrutinized. Finally the market has been segmented and the product attributes offering differentiation are found.

The results gave an answer to the sub questions and the research problem. Finally the author gave guidelines with which the company should proceed in this launch.

Key words	Consumer product, product launch, SWOT, segmentation, positioning, opportunity, entry barrier, price war
Further information	The work has been done as a commission

