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Title	INTERNAL PRODUCT LAUNCH IN INTERNATIONAL INDUSTRIAL HIGH-TECHNOLOGY COMPANY: Case Teleste Corporation		
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**Abstract**

The thesis studies how information about new product launches is and should be delivered to the sales force of an international industrial high technology company. First attention is paid to the product development process of an industrial high-technology company. In the second part the centre of interest is at how information concerning new products or related matters can be transferred within the company. In the third part the study tries to answer what kind of information should be transferred within the organization. And, what from the sales force point of view is important information, or what kind of features of information the sales person considers as value adding. The study concentrates in the early part of product launch and especially how products are launched to the sales force.

The theoretical part has three aspects to internally launching the product to the sales force. First, theory of internal marketing is introduced as means of promoting new products to the sales force. Second, information transfer is studied from knowledge management perspective, and third, a notion to customer value and value added is given in order to clarify how product's or information's value to the internal customer can be assessed.

The theoretical part is complimented with a case study that was conducted in a Finland based international industrial high-technology company, Teleste Corporation. The information for the case study was gathered through interviews, a group discussion and participant observation. Also some internal documents of the case company were used.

The results indicate that efficient information transfer even in a relatively small international industrial high technology company may meet a number of challenges, some of which are related to the fact that sales offices are located in many different countries, and some to other organizational frictions such as prevailing information sharing culture and attitudes of people. A number of inefficiencies may also be related to a lack of commonly accepted working procedures and up-to-date, easy-to-use information management systems.

Key words	Product launch, internal marketing, knowledge management, customer value
Further information	Case study