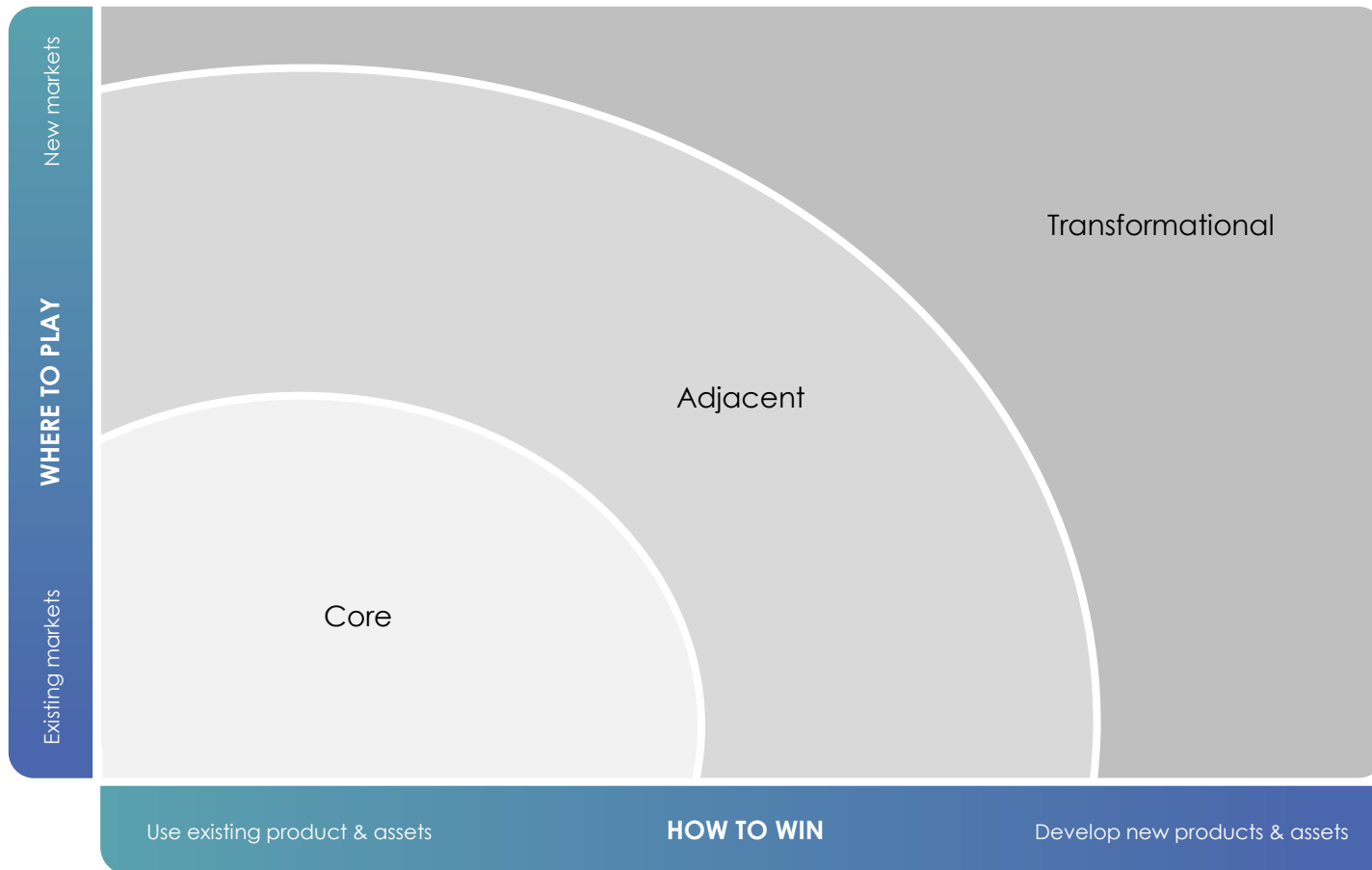


# Health & Wellness Product Value Engineering - Approach

By Focelite

# Our Approach



## CORE

Optimize existing products for existing customers

70%

Allocation of resource

10%

Return on investment

## ADJACENT

Expand from existing business into new business

20%

Allocation of resource

20%

Return on investment

## TRANSFORMATIONAL

Develop breakthroughs yet to exist for the market

10%

Allocation of resource

70%

Return on investment

# Intervene Phase

## New Market Introduction



### SUBJECT EXPERT

**Goal:**

Getting to product market fit

**Focus:**

Adopting rapidly to new insights from customers and the new market

## Growth



### GROWTH HACKER

**Goal:**

Expand reach, scale, and stay competitive

**Focus:**

Support more regional part from Excellence center while accelerating growth in the launch area

## Maturity



### RETENTION STRATEGIST

**Goal:**

Sustaining market share

**Focus:**

Evolving value proposition while focusing on customer satisfaction and delight, Battling churn.

## Decline



### SOLUTION SEEKER

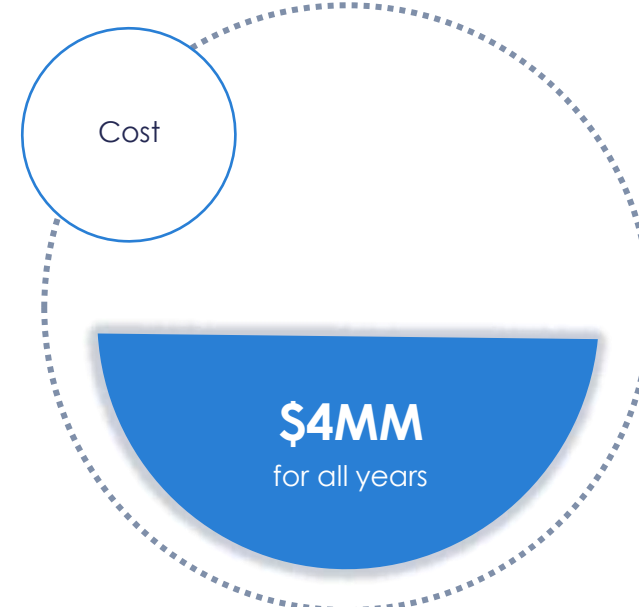
**Goal:**

Determining best outcome

**Focus:**

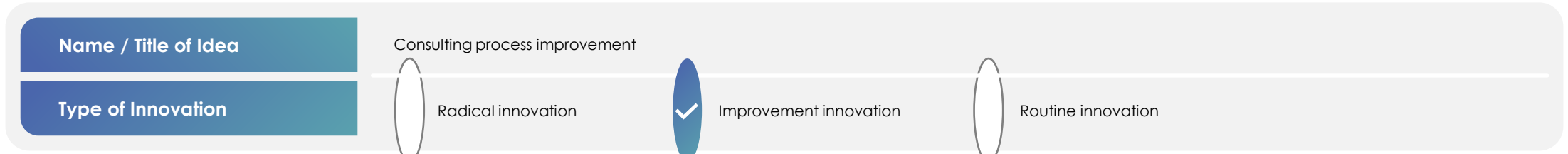
Thinking strategically about pivoting resurrecting current offering, or phasing out

# Product Revenue & Cost Forecast



	FY 2022	FY 2023	FY 2024	FY 2025
Revenue (MM)	0.45	2.6	3.4	3.7
Cost (MM)	0.9	1.1	0.95	1.05

# Our Evaluation Way

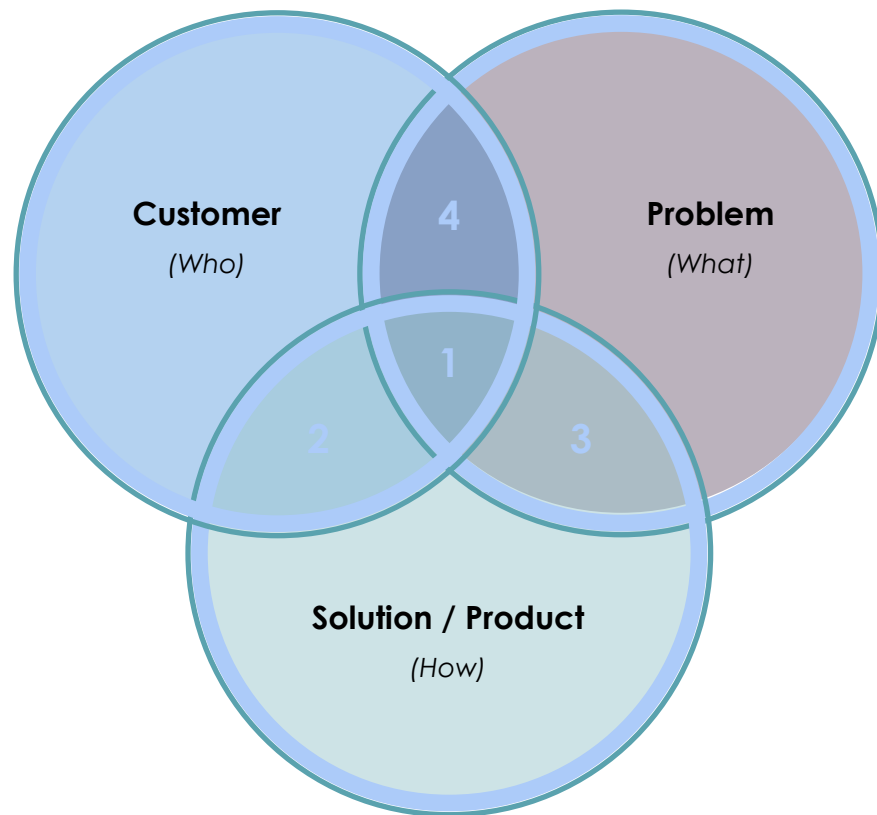


<b>Description</b>	Consulting service of supply chain related problems in the market
<b>Objective</b>	Optimal outcome for both parties & their mutual growth in the future

<b>Benefits or Advantages</b>	Quality service with a specific time limit, ensuring low cost
<b>Risks</b>	Unstable business environment & low cost outsourcing opportunities

<p><b>Feasibility</b></p> <p>Very High   <b>High</b>   Medium   Low   Very Low</p>	<p><b>Market Potential</b></p> <p>Very High   High   Medium   <b>Low</b>   Very Low</p>
<p><b>Necessary Investments</b></p> <p>Very High   High   Medium   <b>Low</b>   Very Low</p>	<p><b>Strategic Fit</b></p> <p>Very High   High   <b>Medium</b>   Low   Very Low</p>
<p><b>Conclusion</b></p> <p>Potential business idea which is timely for the market</p>	<p><b>Overall Evaluation</b></p> <p>Very High   High   <b>Medium</b>   Low   Very Low</p>

# COMPETITOR IDENTIFICATION



## DIRECT COMPETITOR

1

Same customer, Problem and Product Category

## DIFFERENT PROBLEM

2

Solving a different problem for the same customer but in a similar way

## DIFFERENT CUSTOMER (INDUSTRY/VERTICAL)

3

Solving the same problem in a similar way but for different customers

## DIFFERENT PRODUCT CATEGORY

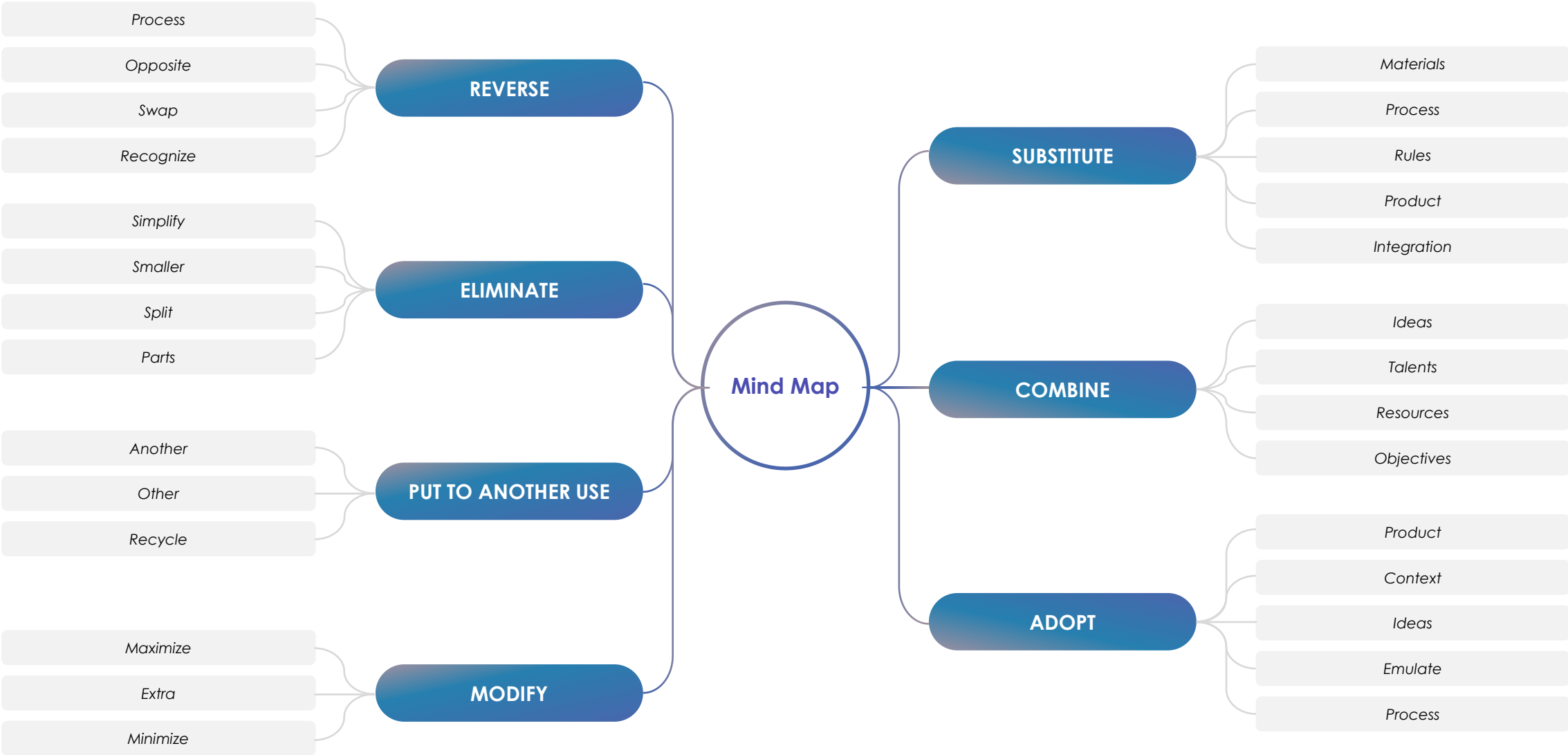
4

Solving the same problem for the same customer but using different approach

# COMPETITIVE PORTFOLIO ANALYSIS

CATEGORY	CRITERIA (AREAS OF OBSERVATION)	ADDITIONAL COMMENTS ON STRENGTHS & WEAKNESSES	COMPETITOR A									
			Poor			Equal			Better			
			1	2	3	4	5	6	7	8	9	
MARKET	Marketing and sales	Text here					•					
	Locations Reach	Text here			•							
	Formulation Variation & Regulatory Barrier	Text here		•								
PRODUCT	Quality	Text here					•					
	Cost structure/ cost advantage	Text here	•									
	Process	Text here		•								
FINANCES & REGULATORY	Filing Variation Minor/Major	Text here						•				
	Cost development	Text here									•	
STAFF	Working climate	Text here					•					
	Staff training & education	Text here			•							
OVERALL ASSESSMENT		Text Here					•					

# Mind Map Approach





01

Will Create the criteria against which the potential ideas for a new product/service will be compared.

02

Will Identify alternative concepts or existing products on the market for the new idea to be compared.

03

Will share Rate concepts against each other and tally the results. Have a meeting around the top ones.

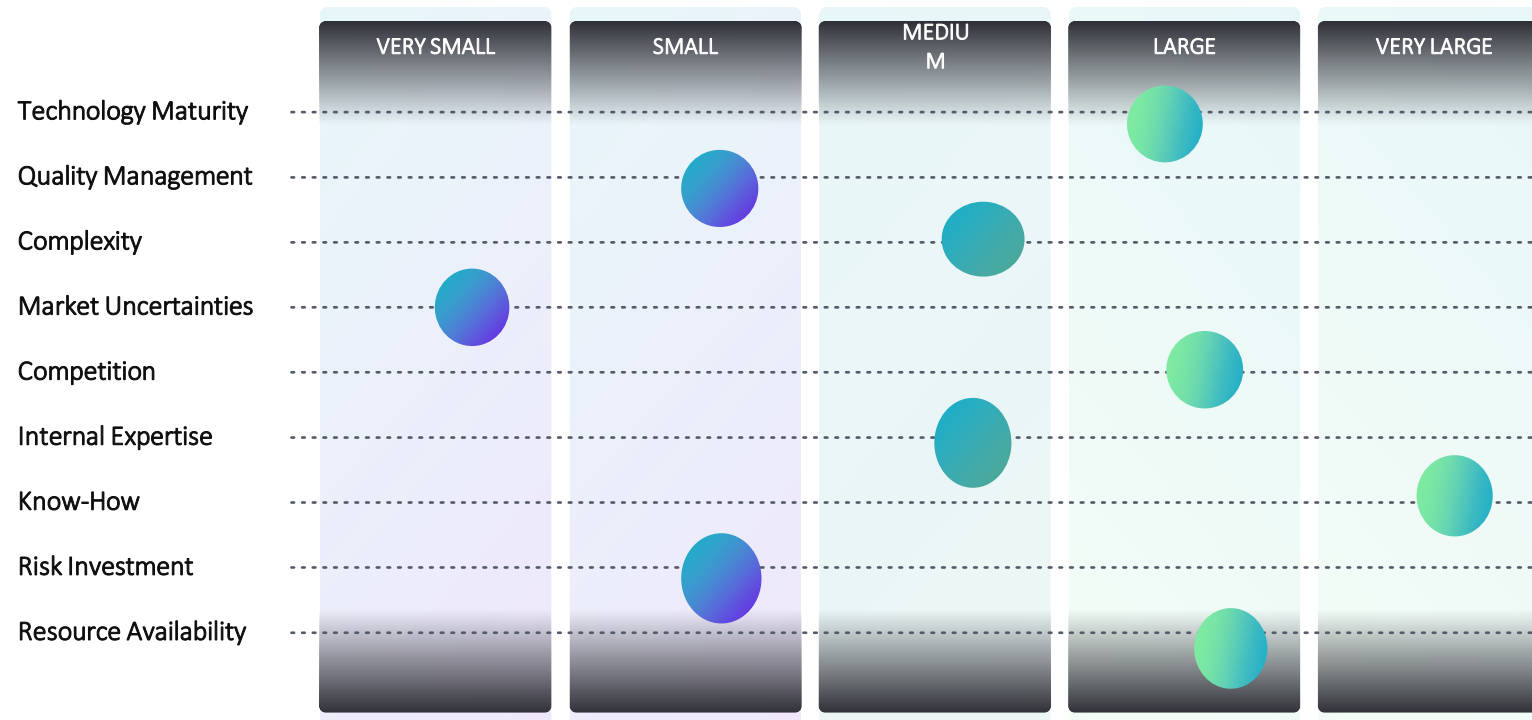
04

Will Select one or more of the best concepts to be further developed. Take suggestion from others.

# Concept Screening

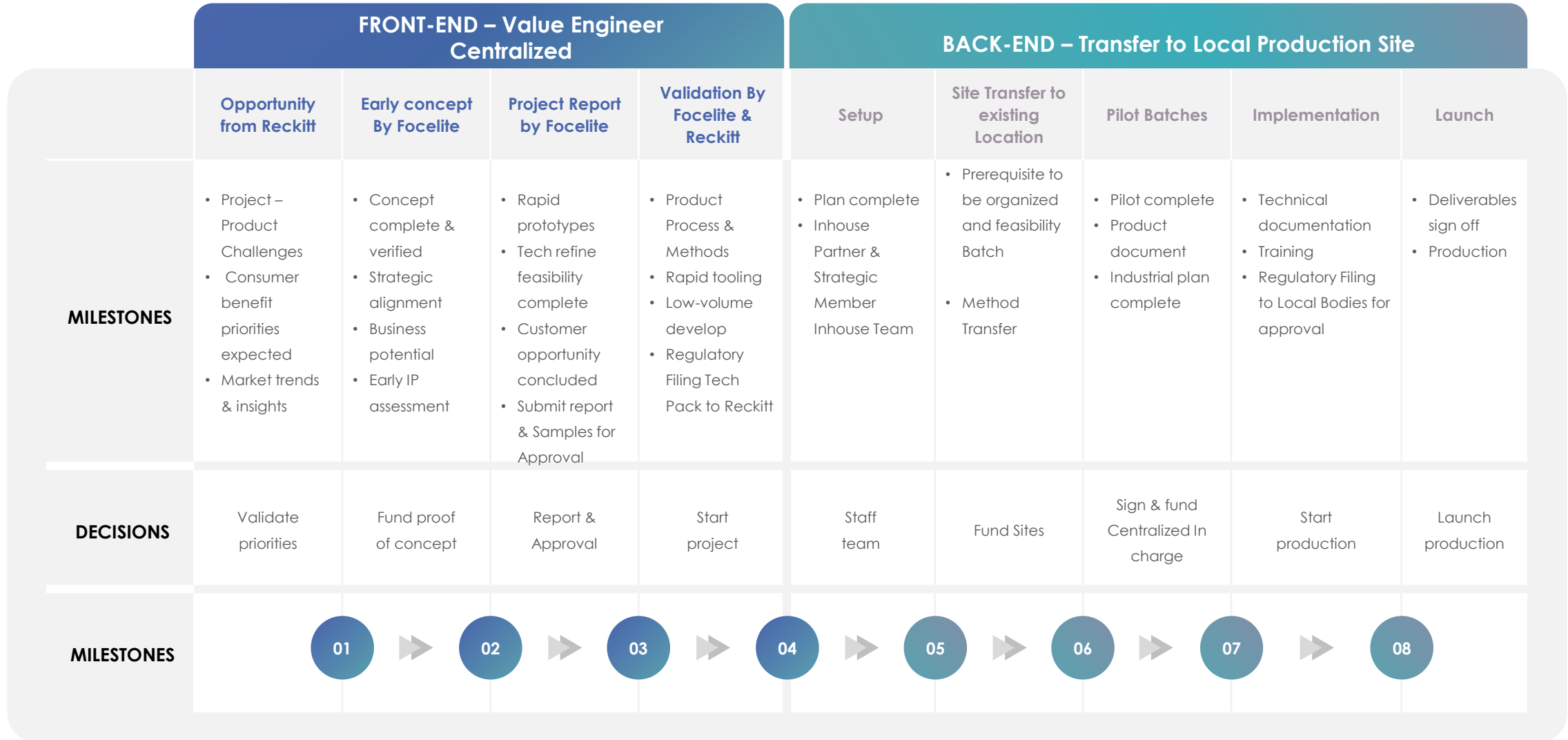
	CONCEPT A	CONCEPT B	CONCEPT C	CONCEPT D
Strategic alignment	5	2	5	4
Market size	3	1	3	3
Cost	4	3	3	1
Wow factor/ concept value	2	4	2	3
Technical feasibility	3	2	1	4
Manufacturing feasibility	1	5	5	1
Delivery feasibility	2	1	1	1
Regulatory Filing advantage	1	2	2	2
<b>Column Total</b>	<b>21</b>	<b>20</b>	<b>22</b>	<b>19</b>

# Risk-Attractiveness Assessment

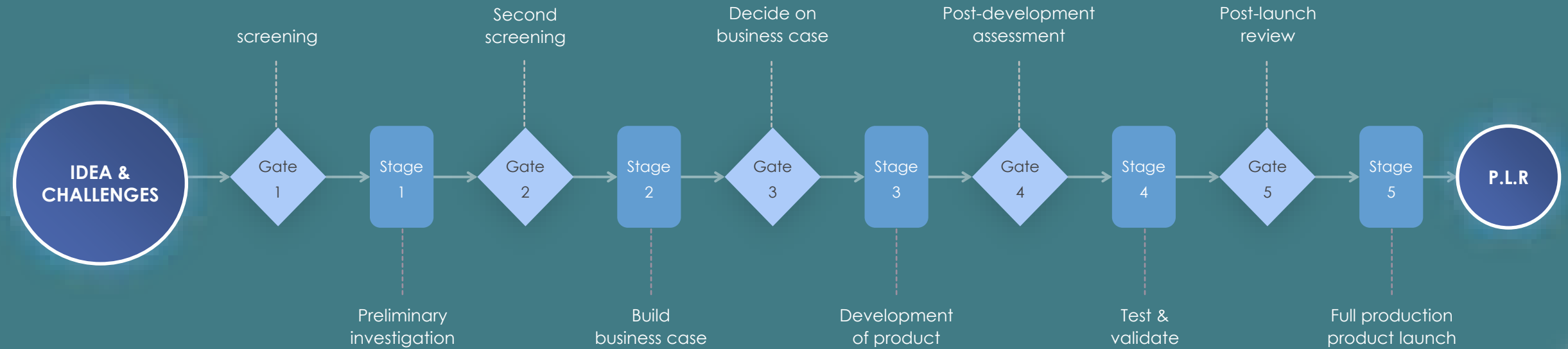


AVERAGE = 2

# Centralized Development to Local Production



# STAGE-GATE DEVELOPMENT PROCESS



## CHARACTERISTICS

## DESCRIBING THE CHANGE

Brand Identity

✓

Culture/behavior of our team

✓

Our advice/practice philosophies

✗

Client service/value proposition

✗

Ideal client

✗

Fee model/revenue mix

✓

Scale of our practice

✓

Talent

✗

Locations

✓

Use of technology

✗

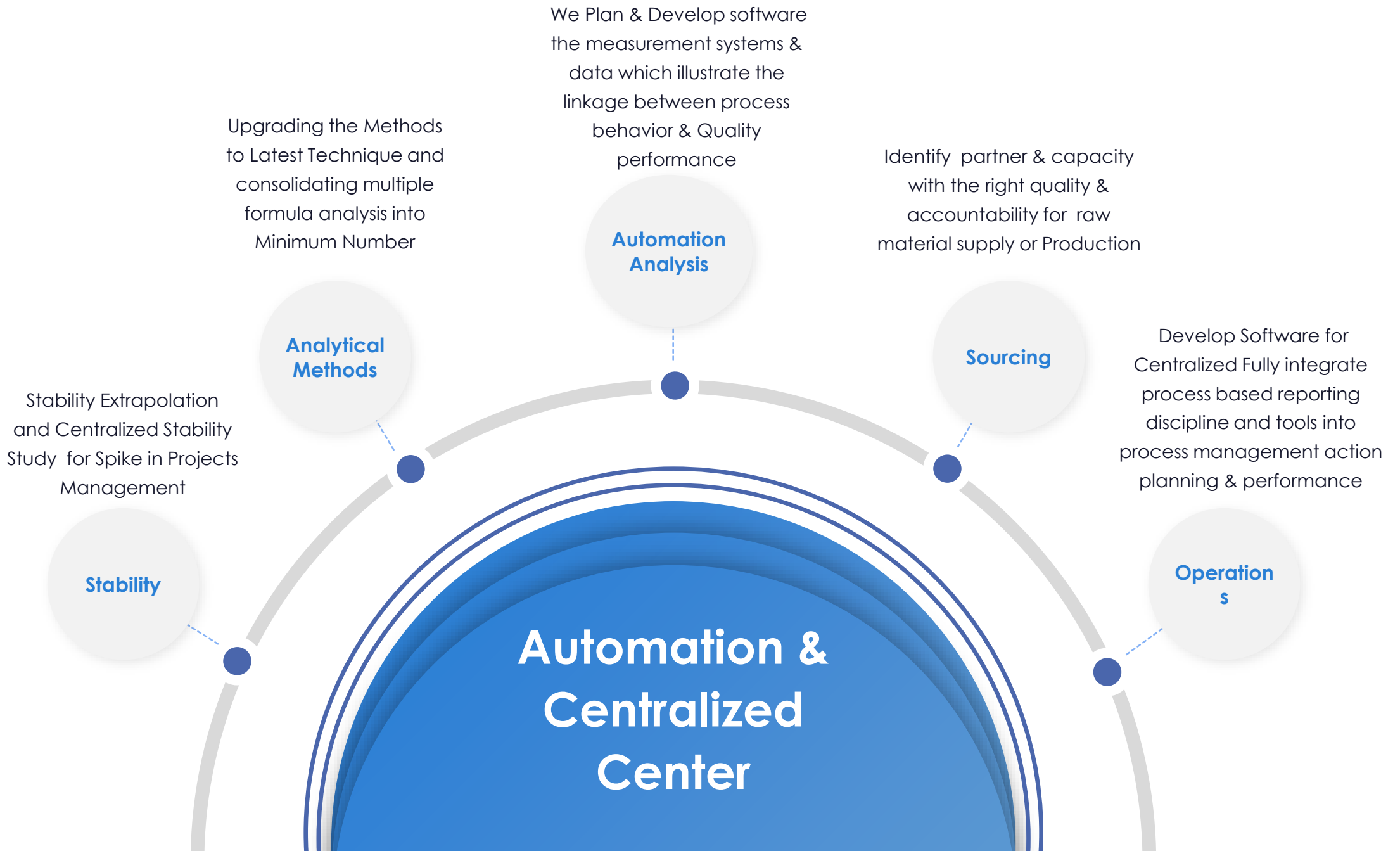
Communications & marketing

✓

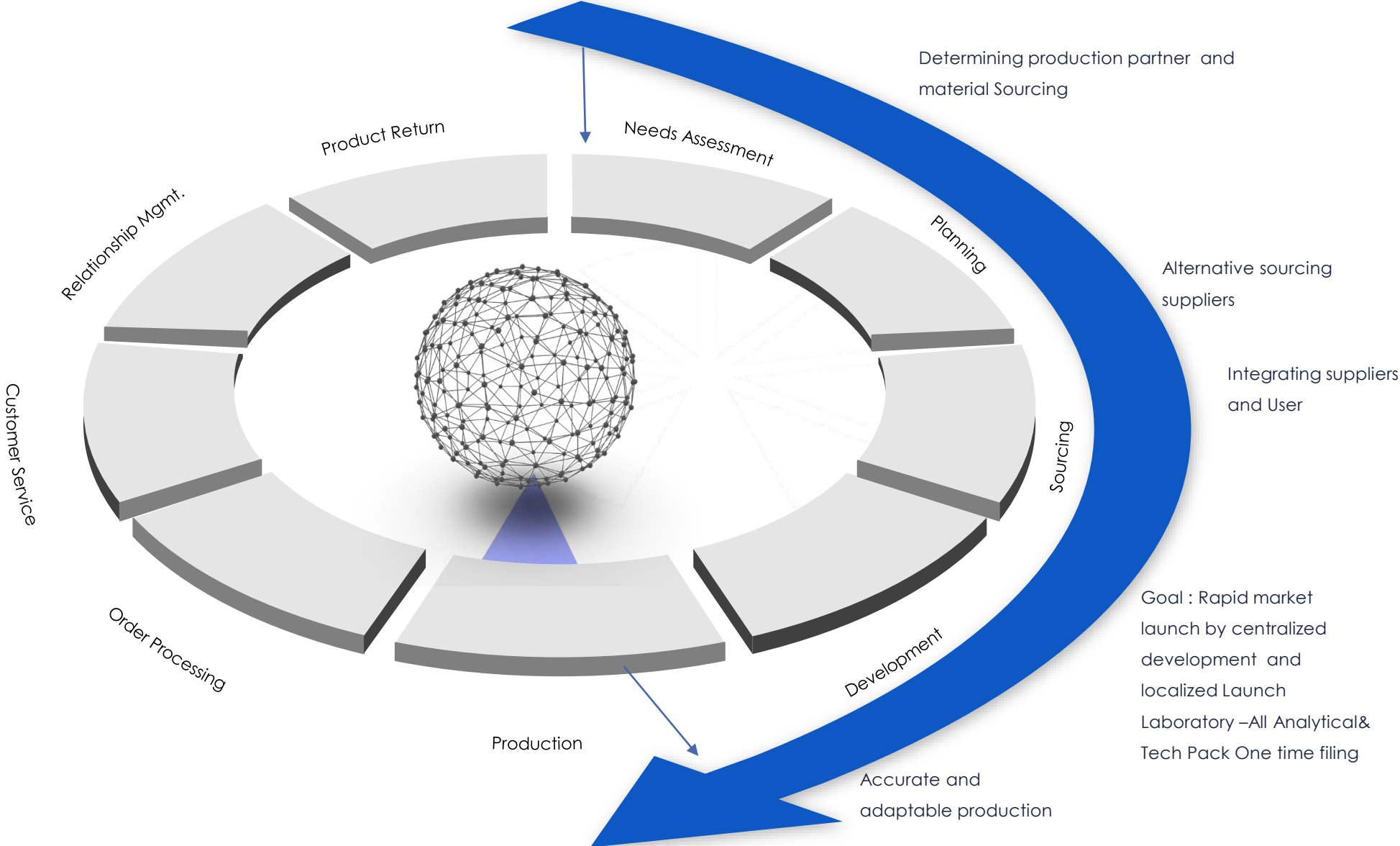
# AREAS FOR CHANGE

# Project Communication Plan

Stakeholder	Deliverable	Frequency	Owner	Priority	Preferred way to deliver	Notes & Attachments
Kapil	Timeline update/ milestone review	As milestones have been completed	Blake Stevens	<b>Medium priority</b> report to Norma within 1-2 weeks of completing	Email	Include Gantt chart and note reason for missed deadlines
Neilands	Weekly status report	Weekly – Monday @ 9 am	Blake Stevens	<b>High priority</b> must provide weekly report	Conference call	Mickey can help with special requests if needed
Christmas	Status update	Weekly	Blake Stevens	<b>Low priority</b> would like to be updated weekly, but this request is flexible	In-person meeting	Mainly interested in status of each task and timeline
Project Team	Timeline review/update	Daily by EOD	Project team	<b>High priority</b>	Email	All team members are required to send update by EOD
Project team	List of blockers	As needed	Project team	<b>Medium priority</b>	Team meeting	Must meet with team when major blockers arise

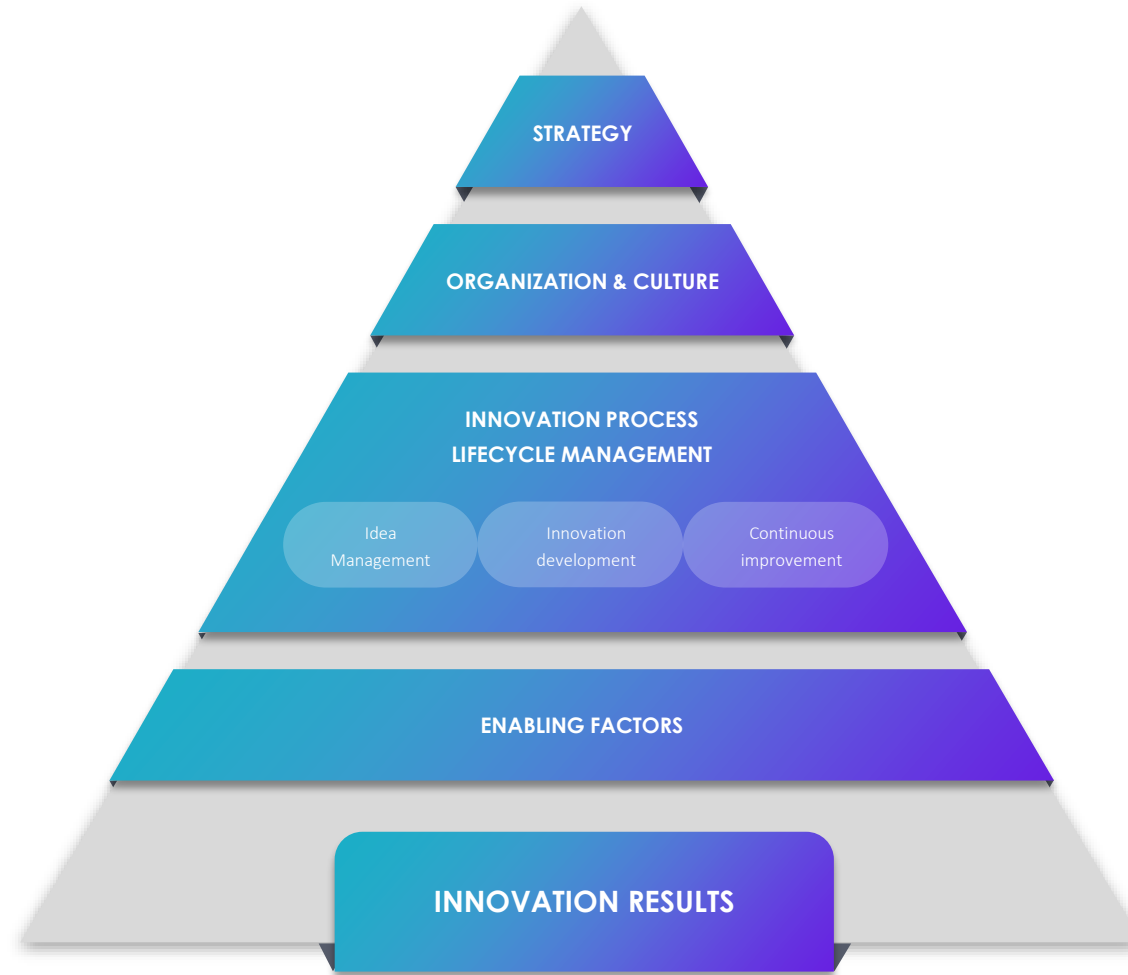


# Supply Chain Process – Support





# External Innovation Management



01

## Innovation strategy

- Implementation of strategy

02

## Organization & culture

- Interface & culture for open innovation

03

## Innovation life cycle process

- Idea management
- Product process development
- Continuous development

04

## Enabling factors

- Project management
- IT and knowledge management

05

## Innovation results

- Growth in revenue and profit

# Thank You

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