



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NAAC-UGC with 'A' Grade

Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai

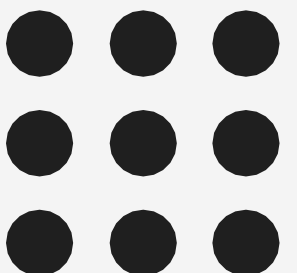
DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE NAME: 19OE116 - PRODUCT DESIGN AND DEVELOPMENT

III YEAR / VI SEMESTER

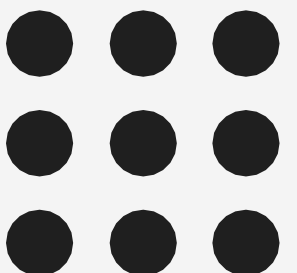
Unit 1 - INTRODUCTION

Topic 11 – Establishing Markets





Establishing markets involves identifying, developing, and penetrating target customer groups for a product or service. This process is essential for ensuring that your product reaches the right audience and achieves sustainable success.

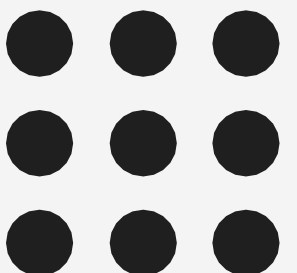




Market Research

Target Market Identification

Value Proposition Development

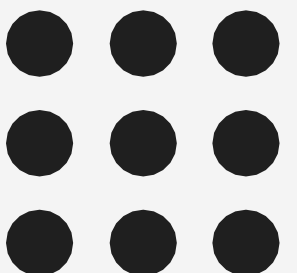




Competitive Positioning

Entry Strategy Development

Building Brand Awareness



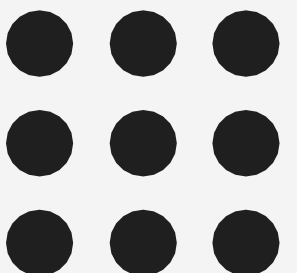


Distribution & Logistics Setup

Market Testing

Scaling the Market

Monitoring & Optimization





Thank You...