



## Business-Case Writing for New Products

Learn How to Write a Business-Case to Win Support for the Launch of a New Product

### ► Upcoming Sessions

18-22 Nov 2024	London - UK	\$5,950
07-11 Apr 2025	London - UK	\$5,950
12-16 May 2025	Dubai - UAE	\$5,950
17-21 Nov 2025	London - UK	\$5,950

### ► Training Details

#### Training Course Overview

Introducing new products entails significant costs and risks, and convincing investors, senior executives, and colleagues to support your idea is paramount. With numerous competing projects vying for their attention, it's crucial to ensure that your product stands out.

To increase the likelihood of your product being selected, crafting a persuasive and logical business case is essential. This case should present your new product in the best possible light, appealing to the hearts and minds of those who will evaluate it.

Enroll in our training course today to equip yourself with the skills and strategies needed to ensure that your idea receives the best chance of selection.

#### Training Course Objectives

**By attending this Anderson training course, delegates will be able to:**

- Win support for a new product, by writing a more persuasive and powerful business case
- Understand who the business-case is written for and make it more appealing to them
- Research the factors that have the most impact on the success of a business case
- Justify a business-case from a market point of view
- Focus on the core issues that will support a business case
- Understand the viability of their business case and use it to justify the case
- Construct and write an engaging and interesting business case that sells a new product idea
- Present their business case to others, in a confident and persuasive manner

#### Designed For

This Anderson training course is suitable for a wide range of professionals who are involved in constructing and evaluating business cases for new products and want to ensure that new product proposals are properly considered. For example:

- Marketing directors
- Product managers
- Product development teams

- ▶ R&D managers
- ▶ Finance directors
- ▶ Business development managers
- ▶ Business owners and inventors

## ▶ Training Details

### Day One: The NPD Process and Risk

- ▶ The new product development process
- ▶ The market risk in new product development
- ▶ Principles to follow to reduce risk
- ▶ The role of a business-case in product development
- ▶ How to construct a successful new-product business-case
- ▶ What the business-case should contain

### Day Two: Potential Success in the Market

- ▶ Welcome to the Dragon's Den
- ▶ What dragons look for and why
- ▶ Here is your new product idea
- ▶ Researching the market to identify feasibility
- ▶ Scoping and describing the potential market
- ▶ Understanding market drivers and their impact

### Day Three: Understanding Market Factors, Potential Impacts and Customer Requirements

- ▶ Understanding market drivers and their impact (continued)
- ▶ The potential impact of customers and their effect on the business-case
- ▶ Assessing the sustainability of price and value
- ▶ How competitor responses might affect the case
- ▶ Recognising internal limits and capabilities
- ▶ Resources and changes to make the business-case realistic

### Day Four: Defining What is Needed to Make the Case Viable in the Market

- ▶ What is required for the case to succeed in the market?
- ▶ Objectives of the business-case
- ▶ What strategy will be required to support the case?
- ▶ Justifying your case
- ▶ Risk and contingencies to include
- ▶ Financial investment and expected outcomes

### Day Five: Resources Required for the Case to Work

- ▶ Internal resources and adjustments required
- ▶ Opportunity-cost time money effort
- ▶ Writing the case
- ▶ Presenting the case
- ▶ Selling the case
- ▶ An outline plan to win support

## ▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

**©2024. Material published by Anderson shown here is copyrighted.**

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.