



THE TIMES 100

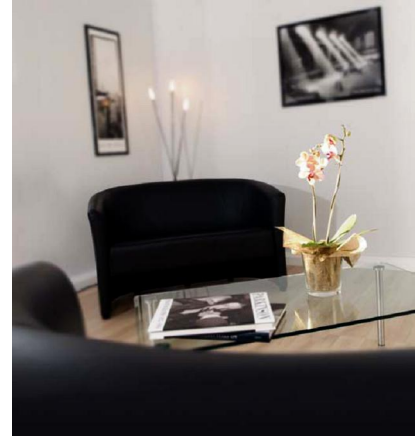
BUSINESS CASE STUDIES

Teacher guide

Research and development - *Portakabin*

Where does the lesson fit?

This session could be used as a stand-alone lesson to explore research and development or new product development in a marketing module.



Suggested resources & activities related to research and development and *Portakabin*

- Full *Portakabin* case study
- Research and Development PowerPoint
- Ansoff's Matrix lesson resources
- *Portakabin* crossword
- *Portakabin* word search

Suggested timings for the session

5 mins	Starter e.g. <i>Portakabin</i> word search
5 mins	Use the Research and Development PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
30 mins	Task . R&D for chocolate bar
5 mins	What have you learned?

Answers to questions

1. List the stages involved in developing the new EBS products.
 - Ideas generation
 - Analysis and development
 - Testing and launch
2. Describe how *Portakabin* gets its ideas for new products.

New ideas come from primary research with customers to find out what they need. This helped to establish a gap in the market for ready to go working environments.



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3. Explain why new product development is important for businesses like *Portakabin*.

NPD can help to generate extra turnover and profit.
In addition to this, NPD can enhance reputation and provide competitive advantage.

4. Using the case study for guidance, analyse the importance of customer feedback during research and development.

Customer feedback is important in all stages of research and development at *Portakabin*:

- Customers helped to generate ideas from the primary research
- Concepts for new ideas were tried out on customers during the analysis and development stage
- As the products were tested, feedback from customers allowed the business to improve the product being offered

What have you learned?

Expected learning would include:

- Definition of NPD and Research and Development
- The importance of NPD and R&D
- The stages in research and development
- The importance of customer feedback during this process
- The costs of new product development