



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

R&D - ARM

Where does the lesson fit?

This session could be used in a marketing module, particularly when exploring the product element of the marketing mix.



Suggested resources & activities related to ARM and research and development:

- Full ARM case study
- Research and development PowerPoint
- New product development lesson resources
- ARM crossword
- ARM word search

Suggested timings for the session

5 mins	Starter e.g. ARM crossword
5 mins	Use the Research and development PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
30 mins	Task – product development activity
5 mins	What have you learned?

Answers to questions

1. What is research and development?
Research and development (R&D) is the scientific research and the technical development involved in developing new products or processes.



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2. Describe the stages within the development process.
 - Idea generation (through research)
 - Idea screening & concept testing
 - Product design brief prepared
 - Prototypes made & tested (may be discarded, adapted or adopted)
 - Test marketing
 - Full scale production
 - Launch (supported by promotion)

3. Explain the challenges of R&D.

Challenges of R&D include:

 - the high costs
 - the long timescales
 - the high risks

4. Analyse how ARM deals with the challenges of the development of new products.

ARM help to overcome these challenges through:

 - working with lead partners to understand what is technically possible
 - listening to what its customers and their customers are asking for
 - managing timescales by adjusting the team size and ensuring the right skills are in place in order to deliver on time.

What have you learned?

Expected learning is likely to include:

- Definition of R&D
- Purpose of new product development
- Stages of research and development
- Costs and benefits of R&D
- How firms deal with the challenges of R&D