

Teacher guide

New product development - ARM

Where does the lesson fit?

This session would fit in a marketing module when exploring the 'product' element of the marketing mix. It could be followed by a more in-depth study of research and development. Learning about the product lifecycle could be beneficial before this session.



Suggested resources & activities related to ARM and new product development:

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

Suggested timings for the session

10 mins	Starter e.g. ARM word search
5 mins	Use the New product development PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task – comparison of market and product-orientation
5 mins	What have you learned?

Answers to questions

1. Give examples of some products that use ARM technology.
ARM technology is used in mobile phones, tablet computers, washing machines, car braking systems and network routers.
2. Describe what is meant by a market-orientated approach to product development.
Market-orientation is an approach that aims to satisfy current or future customer needs, which would be found through market research.



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3. Explain the difference between invention and innovation.
Invention is the formulation of new ideas for products or processes. Innovation is the practical application of new inventions into marketable products or services.

4. Analyse the reasons for carrying out new product development, for firms like ARM.
NPD is carried out for a number of reasons:
 - To replace declining products. This is particularly important in a technology driven industry where change and advancement occurs rapidly.
 - To add to the current portfolio and therefore build sales and market share.
 - To fill a gap in the market
 - To maintain competitive advantage
 - To compete with rival products that are already on the market or soon to be released.

What have you learned?

Expected learning is likely to include:

- Reasons for new product development
- Approaches to new product development
- Difference between market-orientation and product-orientation