

Having a Clear Product and Service Strategy

Date: **Tuesday** 7th September Hove – **Wednesday** 22nd September Crawley

Time: 5pm for a 5.30 start. Finish at 7pm when attendees network over a glass of wine

Venue: **Hove:** *Imperial Hotel, First Avenue, BN3 2GU*
Crawley: *Kinnarps, Mack House, Gatwick Road, RH10 9RJ (FREE PARKING)*

Cost: £30* plus VAT (there is no joining fee - people just pay when they book)

Synopsis:

It is counter-intuitive for your business to rely on a single product or service into perpetuity. We all know that there are natural life cycles which inevitably lead to decline, if not halted by refreshing the current products or diversification into developing new product offerings for our customers. This session will explore a range of tools for assessing your current product mix, considering ideas for new products and identifying strategies to ensure your plans are robust enough to carry your business forward long into the future.

Terms: *Payable on presentation and in advance of the event. Any cancellation must be made in writing at least 48 hours prior to the event, or payment will be due in full.

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