

Having a Clear Product and Service Strategy

Date: Tuesday 7th September 2010

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

Venue: Imperial Hotel, First Avenue, Hove (<http://www.imperial-hove.com/maps.htm>)

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.

Copyright: Please note that the content of our club sessions contain our version of the tools and processes used and is copyright protected by International Treaties. The use of the Mindshop name and logo is only available to licensed Mindshop network members. This material contains 'powered by Mindshop' material and is to be used only by licensed Mindshop facilitators to assist them with their consultancy based businesses. It is not to be re-badged or re-distributed under any other brand name.