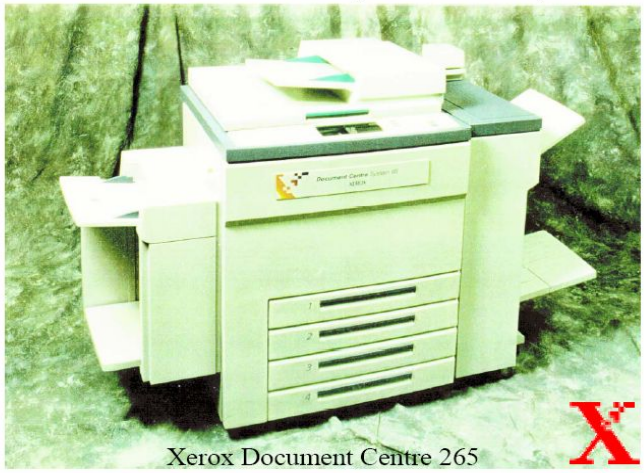
Product Planning

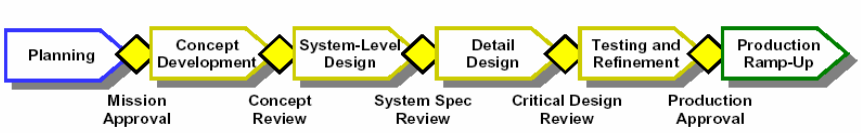
Xerox Lakes Project Example



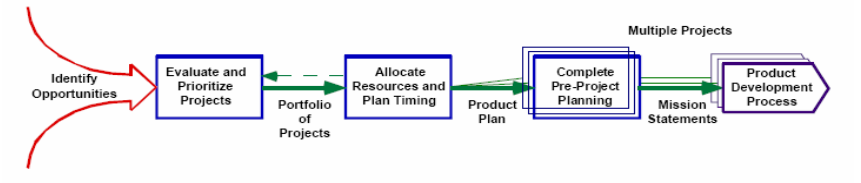
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Planning (1)

Proses Pengembangan Produk (*Product Development Process*)



Proses Perencanaan Produk (*Product Planning Process*)



Planning (2)

1. Mengidentifikasi Peluang (*Identify Opportunities*)
2. Evaluasi dan menentukan prioritas proyek
3. Mengalokasikan sumber daya dan waktu perencanaan
4. Melengkapi *pre-project planning*
5. Refleksi pada hasil dan proses

Identifikasi Peluang

- Ide produk dapat berasal dari :
  - Staf marketing dan sales
  - Riset dan pengembangan
  - Tim pengembang
  - Staf manufaktur
  - Pelanggan potensial
  - Pemasok (*supplier*), investor, partner bisnis

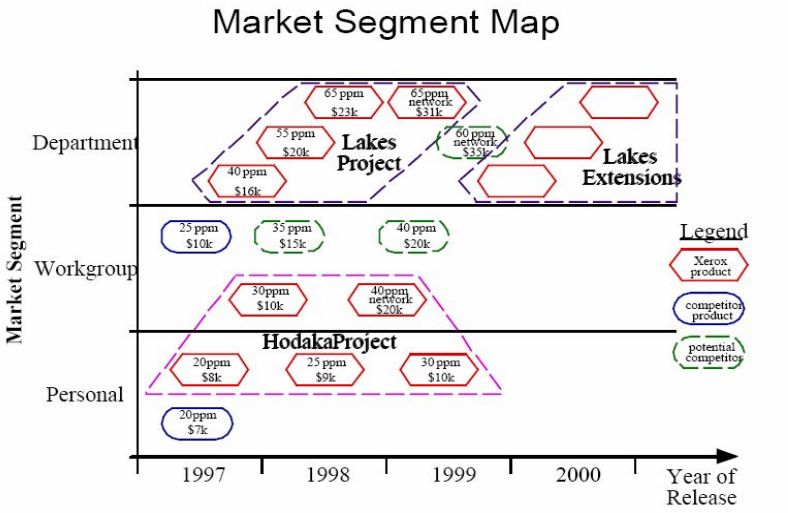
Evaluasi dan Prioritas Proyek (1)

- 1. Strategi kompetitif

  - Technology leadership
  - Cost leadership
  - Customer focus
  - Imitative

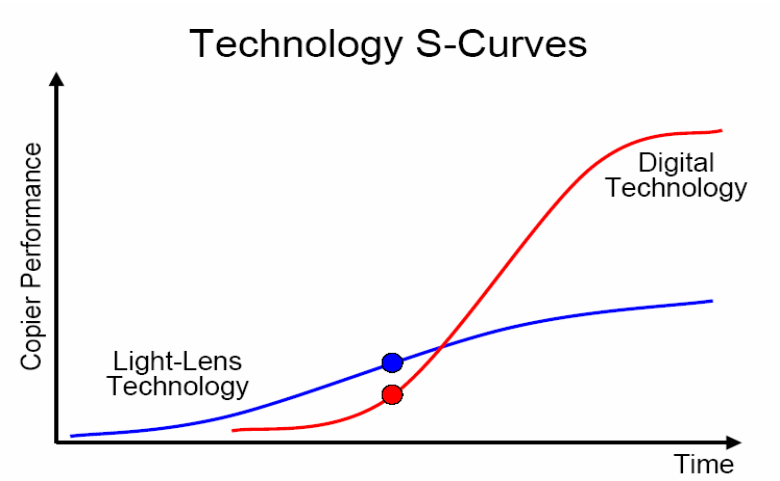
Evaluasi dan Prioritas Proyek (2)

- 2. Segmentasi Pasar



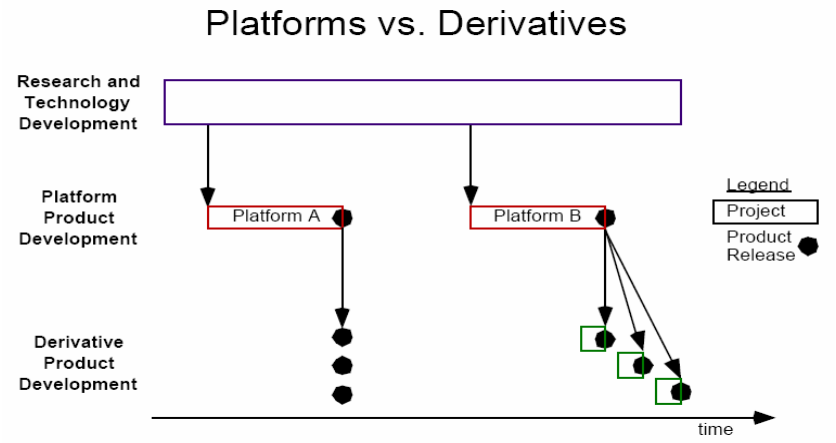
Evaluasi dan Prioritas Proyek (3)

- 3. Technological Trajectories



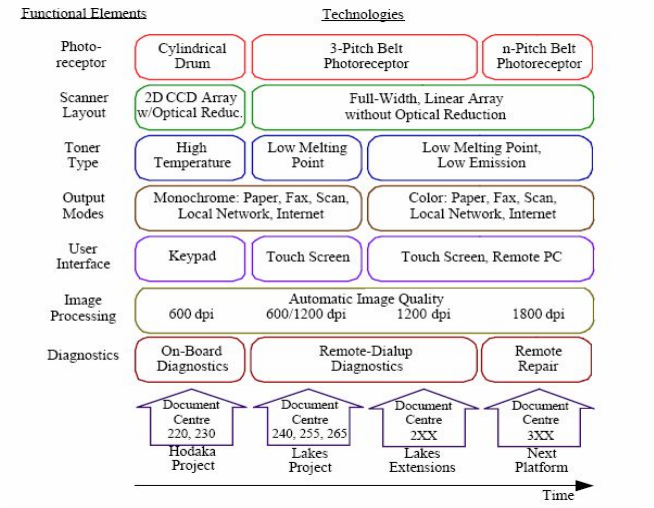
Evaluasi dan Prioritas Proyek (4)

4. Perencanaan Produk Platform (*Product Platform Planning*)



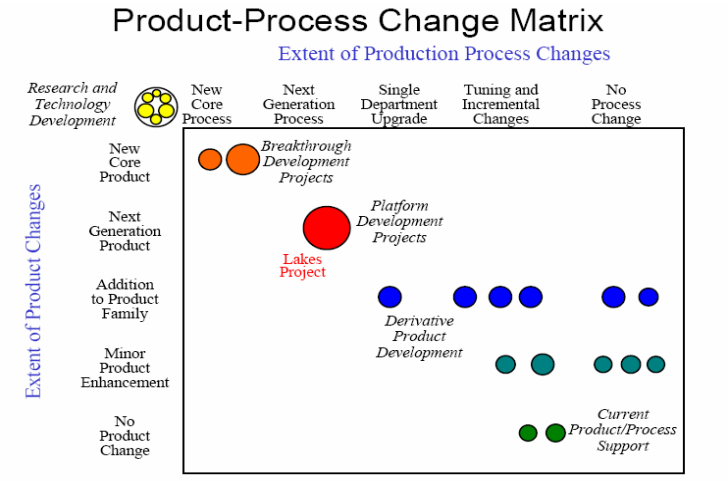
Evaluasi dan Prioritas Proyek (5)

- Technological Roadmap

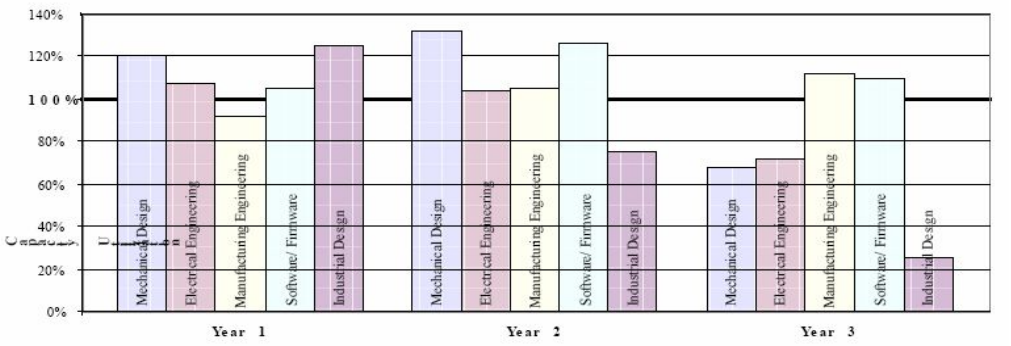


Evaluasi dan Prioritas Proyek (6)

- Balancing the Portfolio



Alokasi Sumber Daya Dan Waktu Perencanaan (1)



Alokasi Sumber Daya Dan Waktu Perencanaan (2)

- Project Timing
  - Waktu pengenalan produk (*Timing of product introduction*)
  - Kesiapan teknologi (*Technology readiness*)
  - Kesiapan pasar (*Market readiness*)
  - Kompetisi (*Competition*)

Mission Statement

Lakes Project Mission Statement

Product Description
- Networkable, digital machine with copy, print, fax, and scan functions

Key Business Goals
- Support Xerox strategy of leadership in digital office equipment
- Serve as platform for all future B&W digital products and solutions
- Capture 50% of digital product sales in primary market
- Environmentally friendly
- First product introduction 4thQ 1997

Primary Market
- Office departments, mid-volume (40-65 ppm, above 42,000 avg. copies/mo.)

Secondary Markets
- Quick-print market
- Small 'satellite' operations

Assumptions and Constraints
- New product platform
- Digital imaging technology
- Compatible with CentreWare software
- Input devices manufactured in Canada
- Output devices manufactured in Brazil
- Image processing engine manufactured in both USA and Europe

Stakeholders
- Purchasers and Users
- Manufacturing Operations
- Service Operations
- Distributors and Resellers