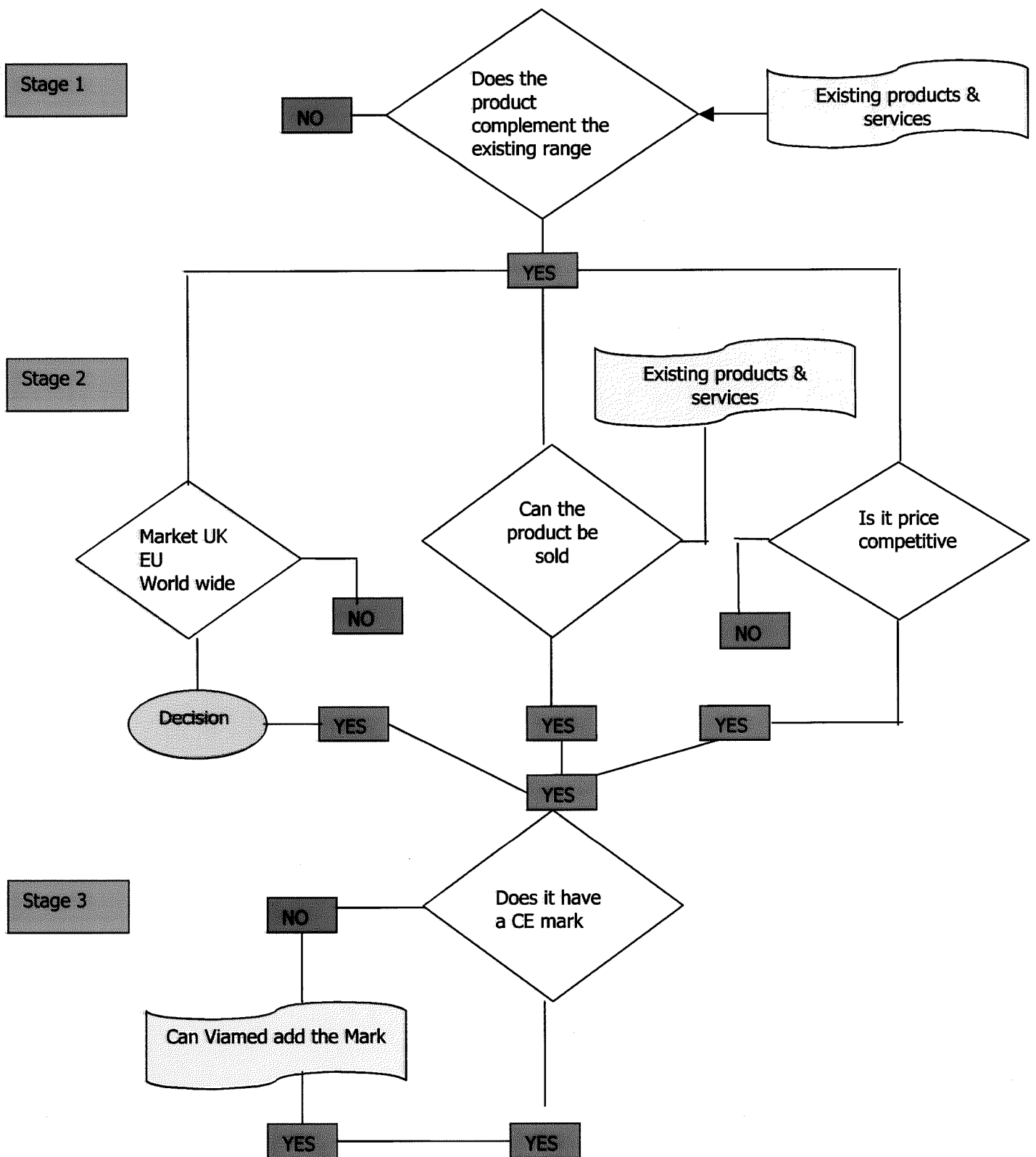


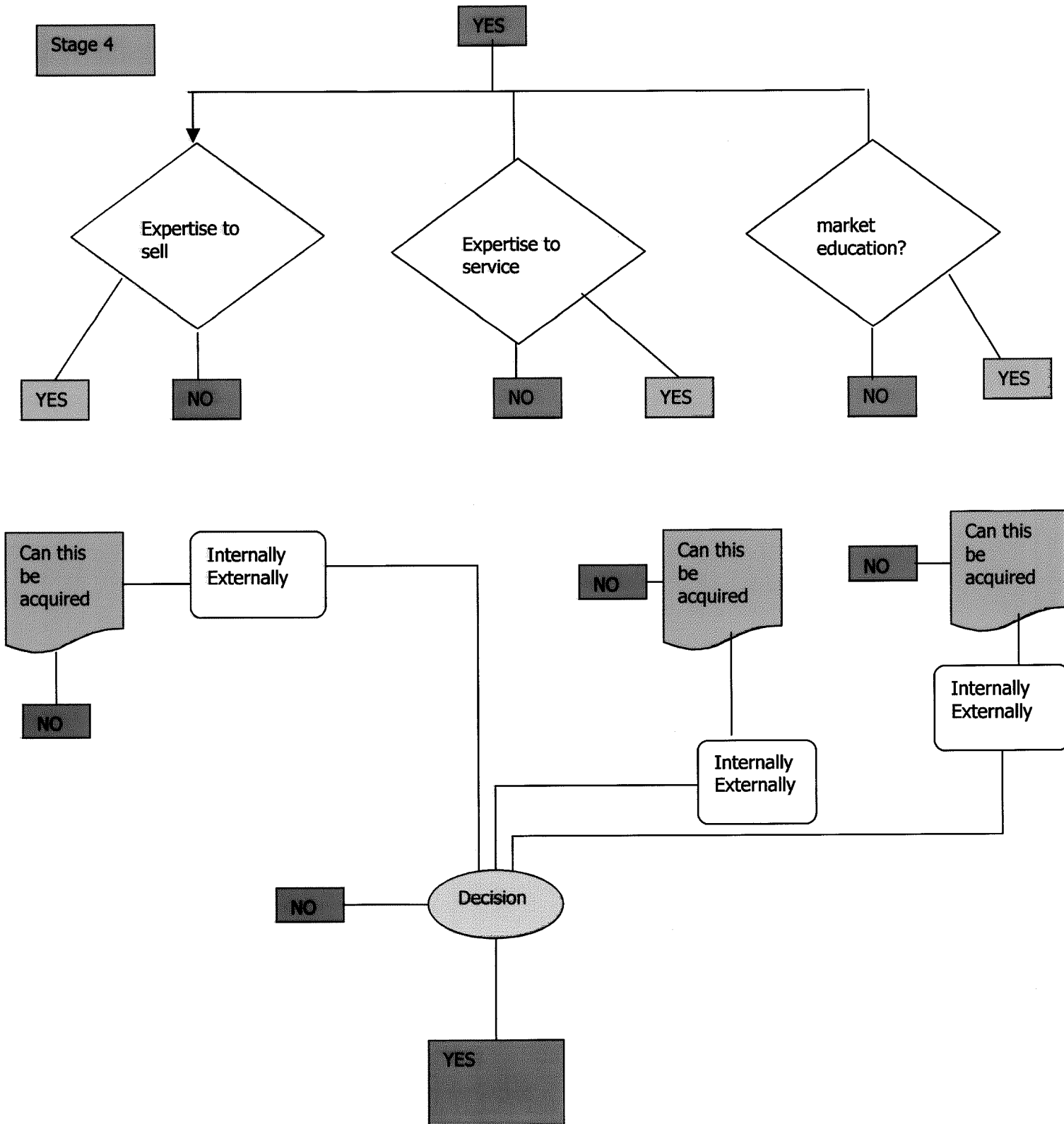
# Launch of a new Product or Project

1. Does the final product complement the existing range
  - a. Do we already have similar products
  - b. Do we have a range that complements the product
2. Can the product be sold by Viamed
  - a. In the UK
  - b. In the EU
  - c. World-wide
3. Is the product/ project price competitive
  - a. Can it be sold directly against the competition
  - b. Does it have competition
  - c. Does it have advantages over the competition
4. Does the product have a CE Mark
  - a. Can Viamed add the CE mark
  - b. Taking into account the complexity.
  - c. Clinical Trials
  - d. ISO 601
5. Is the market ready for the product
  - a. Do competitive products already exist
  - b. Are they being purchased
6. Does the product need expertise to sell
  - a. Can it be sold on the web
  - b. Does it need sales representatives
  - c. Does it need trained sales people
  - d. Does it need product specialists with or without clinical background
    - i. In house
    - ii. In the field
7. Does the product need expertise to service
  - a. What level of expertise
    - i. High level ( Degree in Engineering or a clinical background)
    - ii. Medium level (Standard EBME level)
    - iii. Low level (training in-house)
  - b. Do we already have this in-house
  - c. Can we acquire this internally
  - d. Can we acquire this externally ( from manufacturer)
8. In addition for projects
  - a. Create a Project file
  - b. Set out objectives
  - c. Set out timescale
  - d. Set out milestones
  - e. Fix budget

# Launch of a new product



# Launch of a new product



# Launch of a new product

## Stage 5

### Prerequisites

Manufacturer	ISO13485 ISO9000 2000	NO	YES
	Warranties	NO	YES
	Spare parts	NO	YES
	Pricing	NO	YES
Product	ISO601 Need Certificates	NO	YES
	CE mark Need Certificates	NO	YES
	PPO Manufacturer must complete	NO	YES
	Clinical Trials	NO	YES
	Clinical Papers	NO	YES
Viamed	Sales information	NO	YES
	Artwork in electronic format	NO	YES
	Technical information	NO	YES
	Training Information	NO	YES
	User manual in English	NO	YES
	Power Point	NO	
	Video	NO	
			<b>YES Go Ahead</b>

# **Viamed Pre~Project Analysis**

1	What are you trying to communicate	<ol style="list-style-type: none"> <li>1. A new concept</li> <li>2. A new product</li> <li>3. A new service</li> <li>4. News letter</li> <li>5. Data sheet</li> </ol>
2	Why are you trying to communicate	<ol style="list-style-type: none"> <li>1. Reminder that we are still here</li> <li>2. To increase sales</li> <li>3. To increase customer knowledge of our products</li> <li>4. To reduce debts</li> <li>5. Product problem/recall</li> </ol>
3	Who needs this information	<ol style="list-style-type: none"> <li>1. User</li> <li>2. Distributor</li> <li>3. Administration</li> <li>4. Technical Department</li> <li>5. Finance Department</li> <li>6. Notified Body.</li> <li>7. MRHA</li> </ol>
4	Why do they require this information	
5	What do they already know	
6	What additional information do they need	
7	What single unique focused message should they remember after reading or seeing this piece of literature?	
8	How do you expect the recipient to respond to this communication	
9	How will you respond to their response?	
10	What products /Items are to be included in this project	
11	What have you done to communicate this Information before?	
12	What response did you receive?	
13	Schedule / Dates / Deadlines	