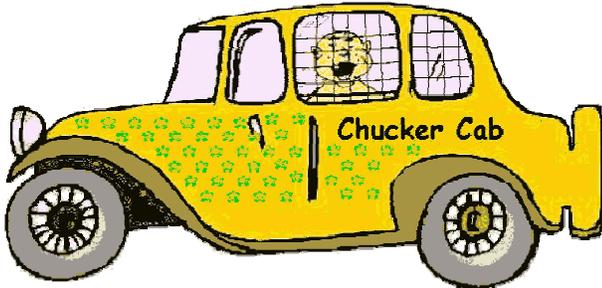


# SERVICE LAUNCH

Jeremy J. S. B. Hall  
Hall Marketing  
jeremyhall@simulations.co.uk



**SERVICE LAUNCH** covers pricing & promotion responses, the Product Life Cycle, profits & cash flow.

Participants launch a unique new consumer service (Chucker Cabs) making decisions about price, promotion and resources. Initially, they have to discover the best way to influence early adopters while maintaining solvency and penetrating the market.

Eventually, usually just when the participants have found the best mix of price and promotion, competition enters the market and market share erodes.

Service Launch is ideal for sales, marketing and general management courses and company conferences.

Chucker Cabs provide a "floor-to-door" service for the *party animal* with a unique hoseable rear cage. Reflecting their *unique* service, each cab is an easily recognisable bright yellow with a tasteful pattern of green blobs.

**KEY LEARNING:** The simulation covers these issues:

- The Product Life Cycle
- Introduction to Pricing Strategy
- Introduction to Promotional Strategy
- Profit & Cash Flow
- Analysis, Diagnosis & Decision-Making
- Forecasting
- Team Working

**DURATION:** Two hours.

**TARGET AUDIENCE:** This simulation is designed for use by trainees, junior management up to middle management, functional specialists and supervisors. Or, as an ice-breaker, for all levels up to senior management.

**NUMBER OF PARTICIPANTS:** Between three and fifteen (one to three teams of three to five participants).