

NEW PRODUCT DEVELOPMENT & MARKETING STRATEGIES - POSITIONING YOUR COMPANY FOR STRATEGIC COMPETITIVE ADVANTAGE

"Innovative Strategies to Position Your Brand and Gain a Competitive Edge"

Schedule

Date	Venue	Fees (Face-to-Face)
11 - 13 Aug 2026	Manama, Bahrain	USD 2495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

In today's highly competitive business environment, companies must constantly innovate and refine their product offerings to stay ahead. This 3-day course is designed to equip participants with the knowledge and tools to develop and market new products effectively, with a focus on positioning and gaining a competitive advantage. You will explore the entire new product development process, from ideation to launch, and how to align marketing strategies with business goals to ensure sustainable growth.

This course will provide you with the insights needed to navigate the complexities of product development and create marketing strategies that drive profitability and brand loyalty.

Objectives

By the end of this course, participants will be able to:

- Understand the key phases of new product development.
- Create a marketing strategy for new products that drives competitive advantage.
- Use market research and consumer insights to shape product development decisions.
- Position a new product effectively to attract the right target audience.
- Measure the success of new product launches and make adjustments for continuous improvement.

Why Attend

- Gain an in-depth understanding of the new product development process.
- Learn how to position your products to achieve a strategic competitive advantage.
- Develop practical marketing strategies for successful product launches.
- Learn how to utilize consumer insights and market research to enhance decision-making.
- Improve your skills in managing and optimizing the product lifecycle.

Target Audience

This program is designed for:

- Product managers and marketers responsible for product development and positioning.
- Entrepreneurs and business owners seeking to develop new products and grow their brand.
- Marketing professionals looking to enhance their strategic marketing skills.
- Anyone involved in the development and marketing of new products or services.

Individual Benefits

Key competencies that will be developed include:

- Expertise in the product development process, from ideation to launch.
- Skills in creating and executing marketing strategies for new products.
- Knowledge of competitive analysis and positioning techniques.
- Ability to analyze consumer needs and preferences to drive product success.
- Proficiency in measuring and improving product launch effectiveness.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to design and implement effective new product development strategies.
- A deep understanding of how to position products for maximum competitive advantage.
- Enhanced skills in developing marketing plans that align with business goals.
- Capability to drive innovation and improve product profitability through strategic marketing.
- Stronger alignment between marketing and product development teams.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - In-depth discussions on new product development and market positioning.
- Case Studies - Real-world examples of successful product launches and market strategies.
- Workshops - Hands-on exercises in developing product marketing plans.
- Peer Exchange - Group discussions on challenges and best practices in product development and marketing.
- Tools - Templates for product development, market research, and competitive analysis.

Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to New Product Development and Marketing Strategy

- Module 1: New Product Development Process (07:30 – 09:30)
 - Key stages of new product development.
 - Understanding the role of innovation and creativity in product development.
 - Aligning product development with market trends and business objectives.
- Module 2: Positioning and Competitive Advantage (09:45 – 11:15)
 - Defining market positioning for new products.
 - Analyzing competitors and identifying opportunities for differentiation.
 - Group activity: Developing a positioning strategy for a new product.
- Module 3: Market Research and Consumer Insights (01:00 – 03:30)
 - Techniques for gathering market research and consumer data.
 - Translating consumer insights into product development decisions.
 - Workshop: Conducting market research for new product ideas.

Day 2: Developing Effective Marketing Strategies for New Products

- Module 1: Creating a Marketing Strategy for New Products (07:30 – 09:30)
 - Steps to build a comprehensive marketing strategy for product launch.
 - Integrating branding, pricing, and distribution strategies for new products.
 - Case study: Successful product launches and their marketing strategies.
- Module 2: Product Launch Planning (09:45 – 11:15)
 - Key components of a successful product launch.
 - Creating a launch plan with measurable goals and timelines.
 - Workshop: Designing a product launch plan for a new product.
- Module 3: Marketing Communications for Product Launch (01:00 – 03:30)
 - Developing messaging and communication strategies for new products.
 - Using digital and traditional channels for effective product promotion.
 - Group activity: Crafting the messaging for a product launch campaign.

Day 3: Measuring Success and Continuous Improvement

- **Module 1: Measuring the Success of Product Launches (07:30 – 09:30)**
 - Key performance indicators (KPIs) for measuring product launch success.
 - Tools and techniques for tracking product performance post-launch.
 - Case study: Analyzing the success of a recent product launch.
- Module 2: Post-Launch Adjustments and Improvements (09:45 – 11:15)
 - How to gather feedback and make adjustments post-launch.
 - Strategies for improving product features based on customer feedback.
 - Workshop: Analyzing and adjusting a product post-launch for continuous improvement.
- Module 3: Ensuring Long-Term Product Success (01:00 – 03:30)
 - Building a product lifecycle management strategy.
 - Expanding product offerings and maintaining competitive advantage.
 - Final project: Creating a long-term product strategy and roadmap.

Certification

Participants will receive a Certificate of Completion in New Product Development & Marketing Strategies, validating their skills in product development, market positioning, and launching successful marketing strategies.

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<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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