



Sales, Marketing and Customer Service

## Business Case Writing for New Products

## Course Introduction

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This training course is designed to provide participants with essential insights to address the right issues in the market and use them to justify proposals in a written business-case. This will equip participants of skills related to research the business-case, structure it and write it.

## Target Audience

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- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist

## Learning Objectives

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**At the end of the training course, participants will be able to**

- Gain a comprehensive understanding the market challenges that new products face.
- Explore the process involved in the development of new products.
- Identify the key market factors that underpin a business-case.
- Assess the product idea in terms of potential market success.
- Recognize and explain the elements of the case.
- Effectively write a business-case document.
- Validate a business-case for a new product.

## Course Outline

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- **01 Day One**

- The New Product Development Process and Risk**

- The new product development process
    - The market risk in new product development
    - Principles to follow to reduce risk
    - The role of a business-case in product development
    - How to construct a successful new-product business-case
    - What the business-case should contain

- **02 Day Two**

- Potential Success in the Market**

- Welcome to the Dragon's Den
- What dragons look for and why
- Here is your new product idea
- Researching the market to identify feasibility
- Scoping and describing the potential market
- Understanding market drivers and their impact

### • 03 Day Three

#### **Understanding Market Factors, Potential Impacts and Customer Requirements**

- Understanding market drivers and their impact (continued)
- The potential impact of customers and their effect on the business-case
- Assessing the sustainability of price and value
- How competitor responses might affect the case
- Recognising internal limits and capabilities
- Resources and changes to make the business-case realistic

### • 04 Day Four

#### **Defining What is Needed to Make the Case Viable in the Market**

- What is required for the case to succeed in the market?
- Objectives of the business-case
- What strategy will be required to support the case?
- Justifying your case
- Risk and contingencies to include
- Financial investment and expected outcomes

### • 05 Day Five

#### **Resources Required for the Case to Work**

- Internal resources and adjustments required
- Opportunity-cost time money effort
- Writing the case
- Presenting the case
- Selling the case

- Action plan to win support

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4950.00 \$	Spain - Madrid
Aug. 18, 2025	Aug. 22, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 \$	UAE - Dubai