Task:

In this activity, you need to review the recent new product launch results across different firms. How well did their respective launches go? Could you get a sense of their relative strengths/weaknesses from these results?

	Firm A	Firm B	Firm C	Firm D
Target market size	1 mill	1 mill	1 mill	1 mill
Trial %	20	40	20	10
Repeat %	40	20	60	50
Penetration %	8	8	12	5
Average quantity	20	25	30	10
Average frequency	3	3	4	2
Volume – units	4.800.000	6.000.000	14.400.000	1.000.000
Average price	5	6	4	10
Volume – $'s	24.000.000	36.000.000	57.600.000	10.000.000
Retailer penetration	10	60	40	20
Launch spend	2.000.000	20.000.000	10.000.000	2.000.000

Questions:

1. Based on these results, which firm achieved the best launch results?
2. Review the results and highlight a positive and a negative aspect of the results for each firm.
3. Can you get a sense, from the numbers, of the quality/value of their product and how well they executed their launch campaign?
4. What top-level recommendation/s would you have for each firm?