

Developing and Launching New Offerings – Chapter 14 (part 1)

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Background

- ◆ Aggressive competition among non-profits leads to possibility that the organization becomes obsolete.
- ◆ “A well-managed organization cannot survive merely on chance or insight. New offerings must *continually* be generated” (Andreasen & Kotler, 2003, p. 350).
- ◆ A system for the generation of new offerings must be put in place.

(Andreasen & Kotler, 2003)

Offer Development

◆ Several strategies exist for offer development:

- “Playing it safe”
 - ◆ Sell existing offerings to new markets
- “Building on what works”
 - ◆ New, similar offerings sold to new and existing markets
- “Branching out”
 - ◆ Move the organization in new directions and into new markets

(Andreasen & Kotler, 2003)