

Audit

Consumer Behavior <ul style="list-style-type: none"> • Habits & Practices • Segmentation 	Brand Profiles <ul style="list-style-type: none"> • New Product History • Price • Trademark • Advertising • Promotion • Packaging • Public Relations 	Business System Drivers <ul style="list-style-type: none"> • R&D • Finance • Manufacturing • Distribution • Sales Force • Channel Mgmt. 	Marketplace Profiles <ul style="list-style-type: none"> • Competitive Analysis • Channels 	Marketplace Modifiers <ul style="list-style-type: none"> • Technology • Consumer Trends • Fringe Happenings • International Audit 	Analysis <ul style="list-style-type: none"> • Establish Vision • Develop Knowledge Base • Build Scenarios • SWOT Analysis
---	--	--	--	--	--

Invention is founded on hypotheses generated by the audit, which includes input from both experts and consumers.

As the brand begins to execute its innovation, it plans to reinvent itself again to sustain growth.



Invention

Planning

Design the Learning From Audit Select <ul style="list-style-type: none"> • Outside Experts • Consumer Panels 	Develop solution alternatives Idea Sessions <ul style="list-style-type: none"> • Consumers • Company • Outsiders 	Screening Process Measure Ideas Against Criteria <ul style="list-style-type: none"> • Opportunity Analysis • Financial Analysis
Develop Concepts Narrow Field to Solutions with the Highest Potential	Consumer Input Consumer Screening	

Establish priorities and quantify areas of strategic opportunity.

Build The Plan <ul style="list-style-type: none"> • Vision • Objective • Strategies • Tactics • Milestones 	Prepare & Present Final Recommendations
--	--

