

## **Written Assignment #2**

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### **Common PM Tasks – Part II**

#### **Customer and Competitive Analysis**

##### Assignment:

Assume you (and your teammates) are the product manager for the Apple iPhone and that you need to gather some fundamental information to create the foundation for upcoming product management deliverables such as a business case for the next product/release or a product market plan. Note that you have been getting many requests to make your product more acceptable to business users (vs. teens and young adults). The VPs of Marketing and Sales both see the business market to have significant potential.

You should have already drafted a product goal and associated objectives, along with a product market overview analysis as described in class. To continue the development of the fundamental information needed to manage your product,

1. Create a customer analysis for the iPhone, using the guidelines provided in class;
2. Create a competitive analysis for the iPhone, using the guidelines provided in class.

##### Guidelines:

- Work in teams of 2-3 people (with whom you will work on subsequent assignments)
- For this assignment, use Word (2-3 pages) or PowerPoint (3-8 slides) using tables, graphics, etc. as necessary.
- For this assignment, realize that these are the 3<sup>rd</sup> and 4<sup>th</sup> of 4 deliverables associated with product management of the iPhone. If necessary, feel free to update the 1<sup>st</sup> (Goal/Objectives) and 2<sup>nd</sup> (Product Market Analysis) deliverables as necessary since they will be required by the time you get to the final assignment.
- Throughout this project, consider using many information sources, including, but not limited to:
  - [www.apple.com/investor](http://www.apple.com/investor)
  - Wikipedia
  - [www.fiercewireless.com](http://www.fiercewireless.com)
  - Gartner Market Research reports (as available through the library databases)
- Be sure your names are:
  - In the file name
  - On the cover sheet (or somewhere at the top of the first page of your response)
- If you submit your file via blackboard, be sure the file name \*only\* uses alphanumeric characters, as well as underscore; otherwise, the Blackboard will not accept your file, even though you may get a confirmation message.
- Assignments should be turned in via the Blackboard or email by March 30<sup>th</sup>.

### Assessment Model for Common PM Tasks-II:

The following criteria will be used to assess student’s ability (1) to identify the key, required components of common product management tools, (2) to apply the tools to specific scenarios, (3) to itemize key information that is not available in the scenario.

Criteria	Exemplary	Competent	Developing
Organization and Professionalism	<ul style="list-style-type: none"> <li>All issues are addressed, including identifying items that need to be addressed, but where not “given” in the question/scenario</li> <li>Presentation is clear &amp; logical</li> <li>Style &amp; format is simple and clear with appropriate grammar, fonts, font sizes, graphics, charts, etc.</li> </ul>	<ul style="list-style-type: none"> <li>All issues that were provided in the scenario/question are addressed, but omit identifying those items that need to be addressed, but where not “given” in the question/scenario</li> <li>Presentation is clear and logical</li> <li>Style and format is simple, but grammar, fonts, font sizes, graphics, charts, etc. are incorrect, unclear, sloppy, etc.</li> </ul>	<ul style="list-style-type: none"> <li>All issues are not addressed, including identifying items that need to be addressed, but where not “given” in the question/scenario</li> <li>Presentation lacks logical flow of reasoning</li> <li>Style and format is overdone and difficult to read and/or print</li> </ul>
Analytical Skills	<ul style="list-style-type: none"> <li>Items required in the tool(s) are properly identified, categorized, and described, relative to the scenario/question material provided</li> <li>Missing items are properly identified and itemized</li> </ul>	<ul style="list-style-type: none"> <li>Most items required in the tool(s) are properly identified, categorized, and described, relative to the scenario/question material provided</li> <li>Most missing items are properly identified and itemized</li> </ul>	<ul style="list-style-type: none"> <li>Few items required in the tool(s) are properly identified, categorized, and described, relative to the scenario/question material provided</li> <li>Few missing items are properly identified and itemized</li> </ul>
Understanding: Customer Analysis	<ul style="list-style-type: none"> <li>Customers per target segment are defined and characterized (segmentation, size, growth)</li> <li>Customer purchase behavior, unmet needs and “pinch points” are identified</li> </ul>	<ul style="list-style-type: none"> <li>Customers per target segment are defined and characterized (segmentation, size, growth)</li> <li>Customer purchase behavior, unmet needs and “pinch points” are identified</li> </ul>	<ul style="list-style-type: none"> <li>Customers per target segment are not defined or characterized (segmentation, size, growth)</li> <li>Customer purchase behavior, unmet needs and “pinch points” are not well identified</li> </ul>
Understanding: Competitive Analysis	<ul style="list-style-type: none"> <li>Direct and indirect Competition is identified and itemized</li> <li>Competition characterized (segmentation, size growth, etc.)</li> <li>Competition analyzed (e.g. SWOT)</li> <li>Competitors positioned on a rough draft perceptual map</li> </ul>	<ul style="list-style-type: none"> <li>Direct and indirect Competition is identified and itemized</li> <li>Competition characterized (segmentation, size growth, etc.)</li> <li>Competition analyzed (e.g. SWOT) but not necessarily in a completely structured or balanced manner</li> <li>Competitors positioned on a rough draft perceptual map</li> </ul>	<ul style="list-style-type: none"> <li>Direct and indirect Competition is not well identified and itemized</li> <li>Competition poorly characterized via limited or gross data</li> <li>Competition poorly analyzed – unstructured, unbalanced</li> <li>Competitors not positioned on a rough draft perceptual map</li> </ul>