

# Market Launch

Successfully Introducing Your Product to Market

Mapping and executing your sales strategy

Handling all sales & operations

Cost-effective pricing, plus fast results



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Your product is great, but launching it will be a challenge. Perhaps you're new to a market or category or just short on internal resources—and you need help. Our Market Launch program provides that help, mapping out and executing your sales strategy at every level, from identifying leads to closing deals and handling fulfillment.

## The BIG Advantage

- *Incubation experience:* Working with client items as well as our own, we've managed the launch of over 65 products.
- *Operational resources at the ready:* We have an established operations base in place, including accounting, order taking and fulfillment.
- *Lean but efficient:* We manage our clients' operations to keep costs low and customer satisfaction high.

## Examples of Market Launches

We introduced a storage item through a home shopping channel, then sold it via specialty retail and mass markets



We brought an award-winning toy line to market, growing it from mom and pop distribution to chain customers

We launched an innovative garden item in four months, handling all operational and sales functions for a startup



## About Big Idea Group

Big Idea Group offers open source programs to identify and address innovation opportunities. Clients include L'Oreal, Kraft, Jarden, Unilever, Gillette, Staples and more.

## Our Launch Package

**1. Sales strategy:** We'll help you map out a plan that will deliver success, while working within your budget and timeline.

**2. Sales representation:** We'll put together your sales network, customer database and programs, then begin selling.

**3. Operational base:** From accounting to fulfillment, we'll set up and manage operations.

**4. Reports and recommendations:** Clients receive regular activity reports, as well as our recommendations for improving results.



## To Get Started

Call or email us with information on your launch needs.  
We'll get back to you shortly to discuss your project.