NEW PRODUCT FORECASTING

DESCRIPTION:

This module covers the concepts of hierarchy of effects, awareness, availability (ACV%), trial rate, repeat purchase, and intent to behavior translation.

Tutorial:	35 slides
Problem Sets:	4 problem sets; 24 questions
Average Time:	100 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)
Module: New Product Forecasting / Problem Set ID: 1058

Problem Sets 0 —————— 4   Total Questions 0 —————— 24

All Over Shampoo is launching a new anti-dandruff, 2-in-1 conditioning product in a simulated test market within the United States. The company expects to achieve strong distribution with an ACV% of **86%**. Market research shows that the marketing mix will result in an awareness rate of **40%**, a trial rate of **23%**, and a repeat purchase rate of **37%**. The population for the test market is estimated at **1,270,000** households.

What percentage of the test market population will become repeat purchasers of All-Over Shampoo's new 2-in-1 product?

TUTORIAL   0.0%   percent

PS1 1 2 3 4 5 6 7

SUBMIT ANSWER   EXIT