



Consulting and Training | Reach New Heights

**Course Name**

# **Business Case Writing for New Products**

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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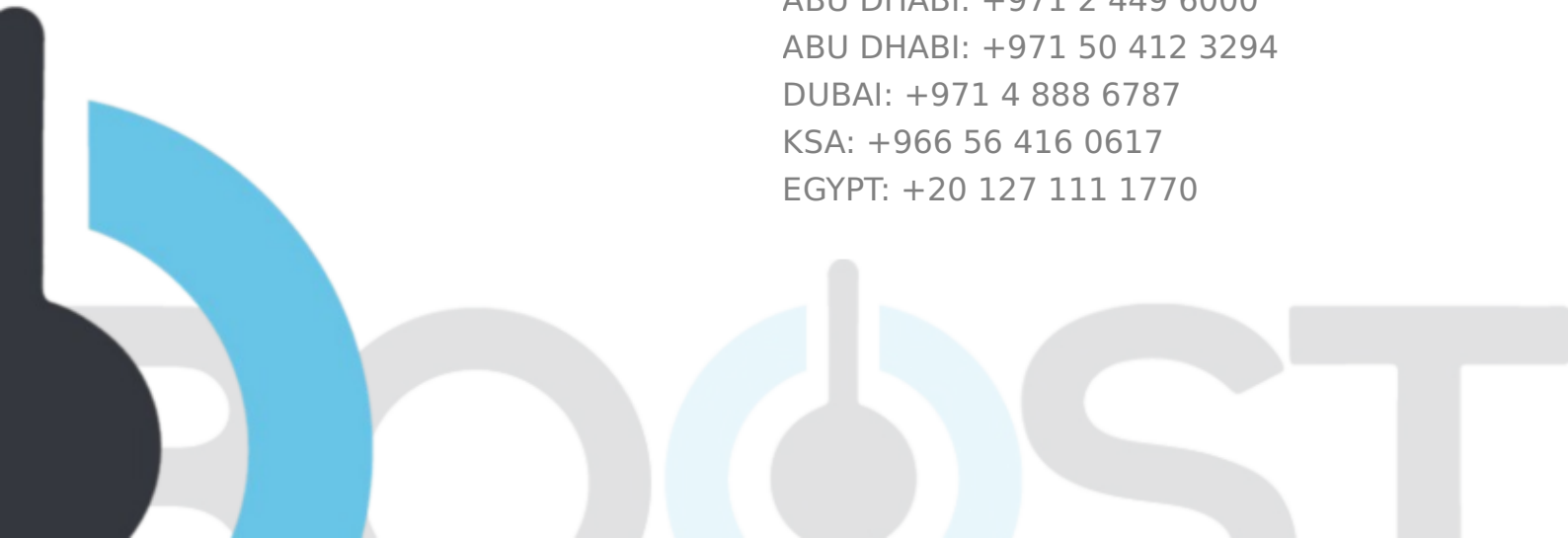
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## Business Case Writing for New Products

### Course Introduction

This training course is designed to provide participants with essential insights to address the right issues in the market and use them to justify proposals in a written business case. This will equip participants with skills related to researching the business case, structuring it, and writing it.

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## Business Case Writing for New Products

### Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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### Learning Objectives

- ✓ Gain a comprehensive understanding of the market challenges that new products face.
- ✓ Explore the process involved in the development of new products.
- ✓ Identify the key market factors that underpin a business case.
- ✓ Assess the product idea in terms of potential market success.
- ✓ Recognize and explain the elements of the case.
- ✓ Effectively write a business case document.
- ✓ Validate a business case for a new product.

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## Business Case Writing for New Products

### Course Outline

#### ✓ **01 Day One**

##### **The New Product Development Process and Risk**

- ✓ The new product development process
- ✓ The market risk in new product development
- ✓ Principles to follow to reduce risk
- ✓ The role of a business case in product development
- ✓ How to construct a successful new-product business case
- ✓ What the business case should contain

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## Business Case Writing for New Products

### Course Outline

#### ✓ 02 Day Two

##### **Potential Success in the Market**

- ✓ Welcome to the Dragon's Den
- ✓ What dragons look for and why
- ✓ Here is your new product idea
- ✓ Researching the market to identify feasibility
- ✓ Scoping and describing the potential market
- ✓ Understanding market drivers and their impact

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## Business Case Writing for New Products

### Course Outline

#### ✓ **03 Day Three**

##### **Understanding Market Factors, Potential Impacts, and Customer Requirements**

- ✓ Understanding market drivers and their impact (continued)
- ✓ The potential impact of customers and their effect on the business case
- ✓ Assessing the sustainability of price and value
- ✓ How competitor responses might affect the case
- ✓ Recognising internal limits and capabilities
- ✓ Resources and changes to make the business case realistic

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### Course Outline

#### ✓ 04 Day Four

##### **Defining What is Needed to Make the Case Viable in the Market**

- ✓ What is required for the case to succeed in the market?
- ✓ Objectives of the business case
- ✓ What strategy will be required to support the case?
- ✓ Justifying your case
- ✓ Risk and contingencies to include
- ✓ Financial investment and expected outcomes

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## Business Case Writing for New Products

### Course Outline

#### ✓ 05 Day Five

##### **Resources Required for the Case to Work**

- ✓ Internal resources and adjustments required
- ✓ Opportunity-cost time, money effort
- ✓ Writing the case
- ✓ Presenting the case
- ✓ Selling the case
- ✓ Action plan to win support

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### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 24, 2026	Aug. 28, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Jan. 17, 2027	Jan. 21, 2027	5 days	4250.00 \$	KSA , Riyadh
April 26, 2027	April 30, 2027	5 days	4950.00 \$	Spain , Madrid
Nov. 30, 2026	Dec. 4, 2026	5 days	4250.00 \$	UAE , Dubai
Sept. 13, 2026	Sept. 17, 2026	5 days	4250.00 \$	KSA , Riyadh

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