

What roadmap do we need to follow to achieve our commercial objectives?



Our client, recognising key market trends, set an objective to reposition its products on two key market platforms.

Our client needed to align on what development projects were needed to deliver this goal, and how this would be enabled.

Technologies

- Roadmapping

Domain expertise

- FMCG
- Consumer
- Food and Beverage





Our client asked:

Our client wanted to understand if their commercial plan was achievable, as well as to align a cross-functional team, to better understand what external resources would be required, and to establish when best to fill these gaps.

The project story:

We conducted internal interviews to understand the main commercial objectives to be achieved, as well as the desired timeframe for achieving them.

We held a workshop with our client's manufacturing, technology, and innovation teams – identifying the project building blocks needed to deliver the commercial plan

We consolidated these projects into a time-based, cross-functional development roadmap, which included the external resources and capabilities required to achieve it.

Results: deliverables and outcomes

A roadmap was created, charting the evolution of existing products and introduction of new products over a five-year timeframe – with detail on key initiatives, partnerships and alliances required to deliver the vision.

Our client's commercial objectives were updated in light of this technical planning and the views we put forward, on what could be realistically achieved within their given timeframe.

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