

## PRODUCT DEVELOPMENT

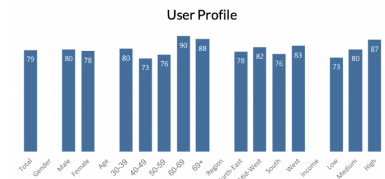


### WHO WE ARE

Established in 1999, TR Data Strategy was founded on the idea that data, combined with insights and execution, can transform all aspects of an organization. Working with diversified clients from the biggest box retailers in the world to manufacturers, startups, investors, and professional services firms, our approach and methodologies are the same. **The goal is always bringing measured value to our clients.**

### OUR PRODUCT DEVELOPMENT SERVICES INCLUDE

- Understanding Market Conditions and the Effect of Product Development
  - Determining the gaps a new product will fill
- Determining Target Market and the One Thing Consumers Should Understand About the Product
- Identifying Resources and Building the Correct Sourcing Team
- Understanding Bill of Materials and How They Affect Product Development
- Determining How to Price the Product
- Designing Packaging and Assets to Convey Your Unique Value Proposition
- Developing Production and Sales Strategies
  - This could include resource alignment and identification, along with a strategy for both traditional and e-commerce retail



### IS YOUR ORGANIZATION DATA DRIVEN?



#### Let TR Data Strategy Help You:

- Evaluate New Product & Business Opportunities
- Fill Gaps in the Market
- Increase Sales and Profits