Product Devt, Design and Branding Seminar

Topic: Market oriented and user focused product development

Content:

What is the market need?

User/customer involvement

Competitor analysis-

Unique Selling Propositions–what are your product's advantages?-

Product positioning

Design & Branding

The role of multi--disciplinaryteams

Date: Monday 14th of November, 2011 at 2PM

Venue: Food Science & Technology Conference Hall

Students & staff of the following Schools are encouraged to attend:

Food Technology Nutrition & Bio-Engineering

Agri-business and Natural Resource Economics

Engineering

Industrial & FineArt