



Applying Business Model on Product Development Case of Xinshe Farm

Ke Wang

Jose Rizal University, Philippines

Received: 20/08/2021

Accepted: 26/03/2022

Published: 15/07/2022

Representative e-Mail: ke.wang@my.jru.edu

ABSTRACT

In launching a new product development and launch process for Xinshe Farm, a company which offers fresh produce from his farm for the consumer public. The objective of this paper is to develop a framework on the entire product development and launch process and increase the success rate in the future in the new normal on the new product launches. His personal experiences and from the reviews of the literature, business cases, journals and data analysis are the foundation of the new product launch model.

Keywords: *Product Launch, B2B Launching Process, Product Management, Business Development, ADKAR MODEL*

I. INTRODUCTION

Qualitative research, in form of in-depth interviews is conducted which helps the researcher in connecting the theoretical part with the actual process followed in his business. The lived-in experiences of the author are a concrete structured process, including each step from the product conceptualization to the stage of launching the product into the market. This paper proposes elaborated guidelines which Xinshe Farm could follow in its product development and launch process. The launch plan was developed based on the ADKAR MODEL process, which he believes is a reliable and successful method the author used specifically. From his review of literature, the ADKAR process was adopted according to the industry and company's strategy. The author hopes that the final results could help the company to have a clear understanding of each stage in the product development process and implement each of these stages successfully.

II. RESEARCH METHOD

This research is focused in the product development and launch process. which adopts and develops a product launch method with clear steps. These steps can be used as checklist which company can edit or modify at any time according to the product type or the company's strategic decision. There are several reasons why a structured product development and launch process is necessary within the company.

The ADKAR model is a tool used for change management in fostering the transition from a current state to a future desired state. Interestingly, individual change has to occur for organizational change to occur as well. And the beauty of the model is that it's goal-oriented as it aims to attain specific objectives.

III. DISCUSSION

3.1 Application of the ADKAR MODEL

The ADKAR framework focuses on understanding change at the individual level first, and then moves outward to the wider organization increasing the likelihood of success.

3.2 The ADKAR Change Model Process

The ADKAR model is a five-stage model of change. It is built on the premise that large organizational changes are the product of many individual changes. The model is owned by the company Prosci (Professional Science) and used in their consulting work. You can learn more about them and their work via the Prosci website. You can learn more about the things that we at the World of Work Project focus on when leading change. (Ref. Udemy course, The Three Lenses of Leading Change). The five stages of the ADKAR model are: Awareness, Desire, Knowledge, Ability and Reinforcement.

3.2.1 Awareness

The first stage of the ADKAR Change Model is Awareness. Before people can even consider a change, they must be

aware of the need to change / case for change. Creating awareness often involves communication and education. Increasingly peer advocacy is seen as a powerful tool to raise awareness.

3.2.2 Desire

Awareness alone isn't enough. Individuals still won't change unless they want to. Creating desire for change may involve communication, listening, co-creation, peer-advocacy, clear visions and explaining benefits. Knowledge is key for change.



3.2.3 Knowledge

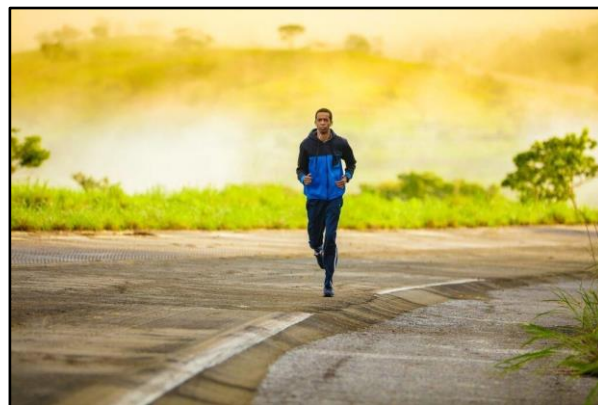
To change effectively individuals must not only want to change, but also know how to change. Increasing knowledge involves communication and training. People want to know the goal and the stages to follow to get there.

3.2.4 Ability

Once people know how to change, they can start to develop their ability to do things in new ways. Helping people increase their new abilities requires support, permission to fail, patience, quick wins and celebrating success.

3.2.5 Reinforcement

The last stage of the ADKAR Change Model is Reinforcement. Change will only be lasting if people keep using the new ways of working that they've learned. To help embed new ways of doing or being so they become habits requires both positive and negative reinforcement. In other words, good behaviors need to be celebrated and rewarded and bad habits need to be challenged. To get good at any new thing you need to just keep doing it and reinforcing it. Online, human-focused Leadership & Management Development.



IV. CONCLUSIONS

Based on the personal experience of the researcher, this paper shows the advantages of the Adkar® model for Product Development Management. As the CEO of the Xinshe Farm, the advantages of using the ADKAR® model for our product development are: the following:

1. Leaders and Change Management teams focus on driving individual change. There are clear goals and measurable outcomes. It provides a simple framework for everyone involved in the change. It creates a common language for change managers, leaders and employees.
2. The ADKAR a good fit for our business. Although there is nothing wrong with ADKAR, per se, but it may not be useful for every enterprise. When a company wants or needs to design a different process for change, they will likely need to explore other options.
3. When innovating or creating an in-house change management function. 4.Is the Adkar model easy to apply in Product Development of Xinshe Farm.
4. Our experience with our customers has shown that the easy-to-learn ADKAR Model.is applicable because the MODEL creates a new lens for viewing change "Drives action on how change happens one at a time.

REFERENCES

- Akrani, G., 2010. Marketing Mix and 4P's of Marketing. URL: <http://kalyancity.blogspot.com/2010/05/marketing-marketing-mix-4-ps-of.html> Accessed 11 Nov 2013.
- Arthur D.Little 2005. Innovation Excellence- How companies use innovation to improve profitability and growth., Boston: (corporate study).
- Cooper, R. April 2009. How Companies are reinventing their idea-to-launch methodologies. Research technology management. Vol 52. Nr.2. pp.47-57
- Cooper, R. 2013. The Stage-Gate Idea-to-Launch Process - Update, Whats new and Nex-Gen systems. Journal of Product Innovation Management, Volume 25, pp. 213- 232.
- Cooper, R. G. 2001. Wining at new products. Persus Publishing. Cambridge, Massachusetts Cooper, R. G. & Edgett, S. J. 2012. Best Practices in the Idea-to-Launch Process and Its Governance. Research-Technology Management, p. 43.
- D'Souza, L., 2012. B2B & B2C Marketing – The Differences Part I. Marketing Bones. URL: <http://marketingbones.com/b2b-b2c-marketing-the-differences-part-i/> Accessed 16 Mar 2014
- Edgett, S. & Cooper, R. 2008. Ideation for Product Innovation: What are the best methods. PDMA Visions Magazine, .pp. 3-4. 52 Edgett, S. J. 2013. Product Development: Capture your lessons learned. Stage-Gate International. URL: http://www.stagegate.com/resources_stagegate_lessonslearned.php. Accessed 10 Feb 2014.
- Ehmke, C., Fulton, J. & Lusk, J. 2013. Marketing four P's: First steps for new entrepreneurs. Purdue. URL: <http://www.extension.purdue.edu/extmedia/ec/ec730.pdf> . Accessed 4 Dec 2013]. Energy,U.S Department of Energy 2007. Stage Gate Innovation Management Guidelines. URL: http://www1.eere.energy.gov/manufacturing/financial/pdfs/itp_stage_gate_overview.pdf. Accessed 12 11 2013.
- Gluck, S.2012. New Product launch strategy. Small Business. URL: <http://smallbusiness.chron.com/new-product-launch-strategy-3241.html> Accessed 12 Jan 2013.
- Gray, C. 2012. Integrated Marketing Communication for a Product Launch Smallbusiness. URL: <http://smallbusiness.chron.com/integrated-marketingcommunication-product-launch-21782.html>. Accessed: 4 Dec 2013.