

# Case study – product development strategy

This slide represents case study for product development strategy. It highlights challenge, approach and outcome of implementing strategy on brand and customer.

## Company - ABC

### Challenge

01

- Selling carbonated soda in health conscious market

### Approach

02

- Adapting mixture of both product development and diversification strategies through -
  - Add product portfolio
  - Launching new product line with new name
  - Add Text Here
  - Offer low calorie beverages

### Outcome

03

- Rise in lead generation by 11%
- Increase in revenue by 7%
- Enhance customer satisfaction
- Add Text Here

# Development Case Study United States 72 699 Chatbot Development Case

**JE Gale**



**Development Case Study United States 72 699 Chatbot Development Case:**

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