10 Key Ingredients to Developing a Successful New Retail Product

1. Focus early on consumer strategy
2. Identify consumer target
3. Plan for the trade – channels and buyer
4. Align with organizational priorities & select optimal team
5. Develop a winning product
6. Conduct adequate testing – consumer and operational
7. Understand regulatory and food safety requirements
8. Create sales generating packaging
9. Prepare a detailed marketing plan
10. Measure results and assess process

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