

Critical Issues

Our ideas for new products and new technologies have dried up.

Conduct internal analyses to define the company's strengths and weaknesses, and carry out external analyses to find opportunities to enter the market

We'd like to plan new products, but this is not possible using only internal information within the company

Based on our company's database and the latest open information, conduct an investigative analysis and summarize its results in an easily read format.

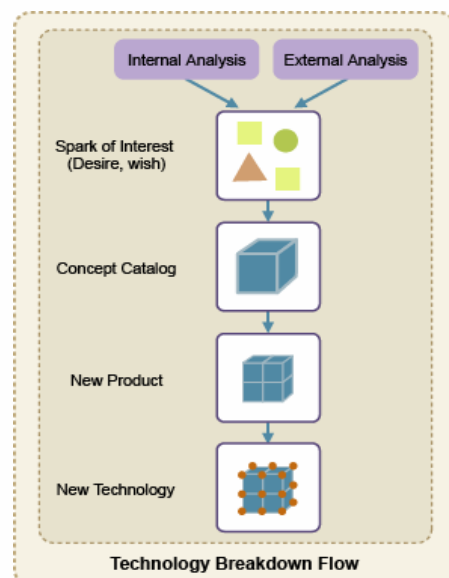
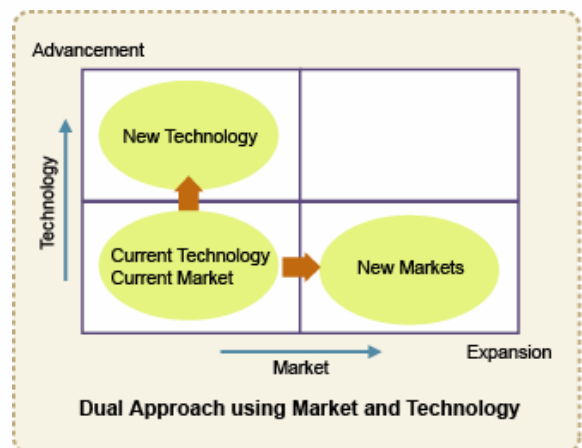
Although we are proceeding with new product development, we can't change our ways of thinking.

Instead of directly planning new products with internal and external analysis, by building product concept and strategic concept catalogs, it will become possible to develop a wide range of product plans.

JMAC Concept

Dual approach using market and technology

Creation of new products using a dual approach of technology advancement in the existing business and market enhancement based on existing technology.



New product framework fixing

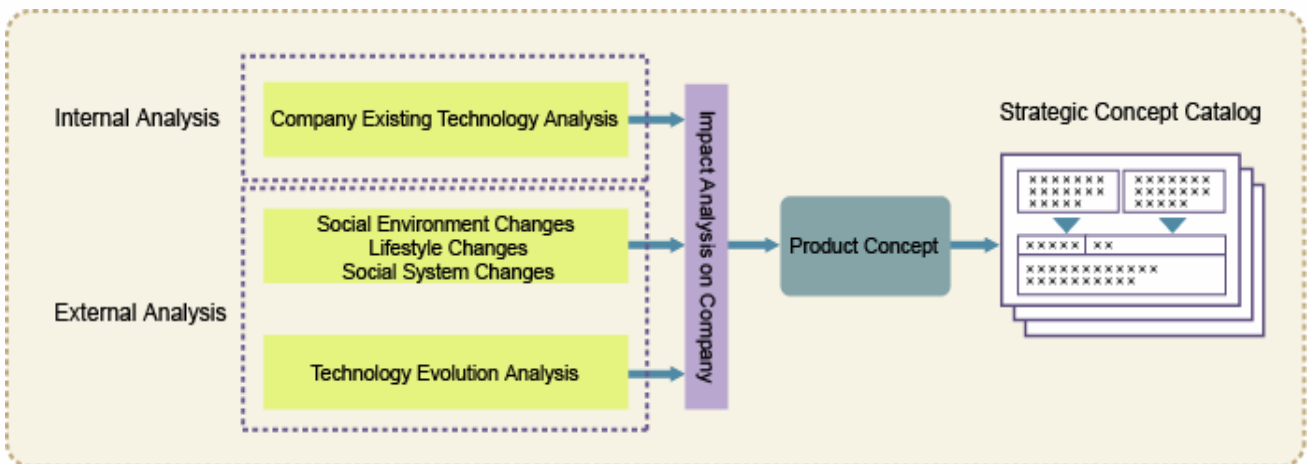
Develop new product framework based on "internal analysis" within the company including its own technology and on "external analysis" such as market environment analysis, lifestyle analysis, and technology evolution analysis.



JMAC Features

Features in Strategic Concept Catalogs

Product planning, based on the huge amount of market surveys available, in most cases does not make effective use of the survey results. Therefore, in this program some of the trends found in the results are used to directly determine the product plans. Based on systematic internal analyses and external analyses, the strategic concept catalog starts with an impact analysis of your company, focusing on the target fields. Then product concept and strategic concept catalogs are produced and the framework of the product plan is clarified.



Output Image

Survey Steps for Strategic Concept Catalog and Survey Report Image

After approval of the survey plan, the surveys are conducted by JMAC taking approximately three months and are submitted as a report. The direction of the plan can be appropriately modified through regular meetings.

