



*Training Course:
Product Development*

*8 - 12 July 2024
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Product Development

Training Course code: MA1923 From: 8 - 12 July 2024 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

Introduction:

Welcome to the Product Development Training Program, offered by Global Horizon Training Center. In this program, we will guide you through the essential aspects of product development, including ideation, prototyping, testing, and launch. Our goal is to equip you with the skills and knowledge necessary to develop successful products that meet market demands and exceed customer expectations. This program is designed to cater to professionals from various backgrounds, including product managers, designers, engineers, and entrepreneurs. Whether you're starting your product development journey or seeking to enhance your existing skills, this program is the perfect platform for you to achieve your goals.

Objectives:

The primary objective of this training program is to equip the participants with the essential knowledge and skills required to develop successful products. By the end of this program, the participants will be able to:

- Understand the principles of product development and their importance in the business world
- Identify and analyze the market trends and consumer needs
- Develop product concepts and ideas
- Prototype and test their product ideas
- Launch and market their products successfully

Target Audience:

This training program is designed for professionals from various backgrounds who are involved in product development or want to enhance their knowledge in this field. The program is suitable for product managers, product designers, engineers, entrepreneurs, and anyone who is interested in product development.

Outlines:

Day 1:

Introduction to Product Development

- Definition and importance of product development
- Types of product development
- Understanding the product development process
- Analyzing the market trends and consumer needs

Day 2:

Ideation and Concept Development

- Generating and evaluating product ideas
- Creating product concepts and prototypes
- Understanding the customer journey and persona development

Day 3:

Prototyping and Testing

- Different types of prototypes
- Conducting user testing
- Iterating and improving the product based on user feedback

Day 4:

Launch and Marketing

- Creating a go-to-market strategy
- Defining the product positioning and messaging
- Developing a marketing plan and executing it

Day 5:

Product Management and Scaling

- Managing the product lifecycle
- Scaling the product for growth
- Product management best practices

Registration form on the Training Course: Product Development

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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