

VE Approach to Planning of a New
Merchandise in Competitive Market

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Abstract

In this paper I shall attempt to discuss the organizing method, based on product differentiation, of the functions of a high-value merchandise according to the VE approach to planning of a new merchandise in competitive-market. Both a merchandise and its competing situation are classified and understood spectator-wise from the functional view of the merchandise, and the merchandise value evaluation is recognized systematically in order to advance the planning. These are discussed from the following three sides.

(A) Extraction and classification of merchandise functions and its evaluation method

Here I discuss the method of qualitative and quantitative extraction and classification of the functions on the ground of customer's side. In this method a program for merchandise function extraction is made on the basis of a process of comparison, classification and analysis by a customer before he determines an actual purchase of a merchandise. This functional recognition becomes a base of merchandizing planning.

(B) Recognition of function of a merchandise as a competitive merchandise

An attempt is made to understand systematically the structure of merchandise trend in competitive market from merchandise function and to proceed to the planning of a new merchandise of a high competing power.

Classification is made as follows:

- 1 Functions of presently competing merchandises.
- 2 Functions to be analogized from a function transition record for a new merchandise.
- 3 Functions to be added anew.

(C) Method of planning a new merchandise according to the VE approach

Here I edit the function of a high-value new merchandise (synthesize value), based on thinkings of (A) and (B) Sections, and discuss the program up to the determination of merchandise planning.