



# Product Pilots

Use our **Product Pilots** tool to help land your NPD



# Land your NPD

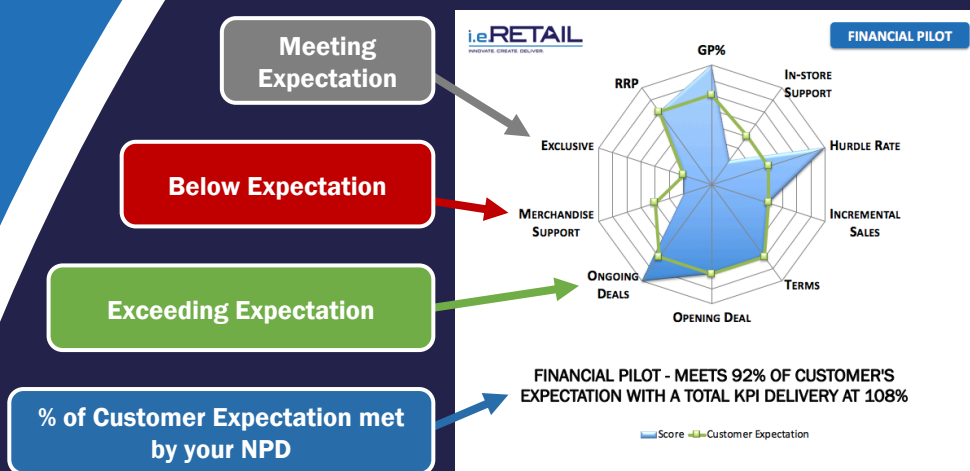
With our Product Pilots tool

It's difficult to land range extensions and NPD at the best of times. The retail landscape's dramatic shift in the past 12 months has made it even more challenging to land NPD – consumers are fussier, shoppers are savvier, competition is tougher, and retailers are more challenging.

That's where our **Product Pilots** tool comes in to help. Using our four Pilots – the Financial, Category, Logistics and Shopper Pilots – you can assess the likelihood of your NPD being successful before you get to the customer.

Purchase **Product Pilots** online at [www.ieretail.com/online-store](http://www.ieretail.com/online-store).

The tool provides a visual summary of where your NPD has landed for each Pilot.



Our **Product Pilots** tool is designed to be flexible and adapt to the specific needs of your NPD.

For each Pilot, you have the ability to determine:

- The variables which are most important to the launching of your NPD. This includes the additional capability of adding key variables to each Pilot.
- The baseline expectations of your customer – what is the level the customer generally expects NPD like yours to meet for a particular variable?
- Exactly where your NPD lands on each variable.

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