

Product Strategy

What is a product strategy?

A strategy is a longer term vision of how you see your business. It is an incredibly important and useful way of documenting your ideas for your managers and your team, even for the smallest business. It allows you to have a reference point for all the choices you make for your business.

Suggested headings:

1. Overview/'ethos' of the product offer
2. Financial performance aims
3. Product aims/overview

Inspiration for your product strategy

Museum related

- Highlights of the collection – for both visitors and curators
- Build relationships with curators - they are a huge source of knowledge
- Find hidden gems
- Museum brand
- Museum marketing strategy and 'positioning'
- Rotation of objects/collections
- Exhibitions
- Events
- Café
- Other secondary spend at the museum

Market trends

- Fashion
- Lifestyle
- Kids' crazes
- School curriculum
- Media

Trends at Trade Shows