



DEVELOPING A NEW **PRODUCT?**



Two days **FREE** workshop in Preston at EKM,
Caxton Road, Fulwood, Preston, PR2 9ZB
7th & 14th November



- Funding & routes to finance
- What makes a successful product?
- Identifying demand and knowing your market
- Marketing your product
- Product Innovation process
- Branding
- Developing a product pitch
- Understanding the process of developing a new product
- Understanding the costs involved

Join us for a **FREE** two day workshop which will equip your business with the knowledge needed to get your product transformed from a good idea into a best seller!

For further information and to book your place, please contact Toni Murtagh: 01772 894093 or email: TMurtagh2@uclan.ac.uk

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