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THE PRODUCT’S ANTICIPATED SUCCESS RATIO ON THE TURBULENT MARKETS: A GENUINE TOOL FOR THE AGILE ENTERPRISES

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Abstract

To become “flexible” is the equivalent of becoming successfully for almost any firm – the activities based on old and traditional product “recipes” are, obviously, excluded. But, in the framework of a global economy crisis, the statistics seems to prove that flexibility is no longer enough in order to avoid troubles. At the same time, another statistics prove that almost 80% of the products are failing at their first release on market. The paper presents a genuine marketing aggregate indicator “The Product’s Anticipated Success Ratio”, special developed to help the true “agile” enterprises to face – throughout their product concept developing – the challenge of an increasing turbulent global market. Through the main factors had in view inside of that indicator modeling example was the used material - as a friendly environmental approach. To reach this purpose, an assessment questionnaire was used as tool for a market inquiry, on a sample of twelve textile Romanian industrial enterprises.

Key words: agility, flexibility, global economy crisis, turbulent environment, unpredictable changes

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