



The story continues...

Rosey Lee looks to develop new ideas

Michael Martin, the entrepreneur who set up Rosy Lee Products, has plenty of ideas for new products for his business. But before he can market them, he must undertake research and development of each new product idea to ensure that it will do what it is designed for as well as being possible to produce profitably. **Research and development (R&D)** refers to the scientific research into and technical development of new products.

Within Rosy Lee Products, Michael is the main source of new ideas. However, an increasingly important source of business ideas for many firms is the promotion of **intrapreneurship** among staff. Intrapreneurship among staff within an existing business can be promoted through:

- Introducing a **Total Quality Management (TQM)** approach to doing business,
- Emphasising **teamwork** and **staff empowerment**
- Using **quality circles** among staff to discuss business problems and solutions.

Often businesses generate potentially valuable new ideas through research and development and staff **intrapreneurship**. These ideas should be protected by the business.

How can Rosey Lee's business ideas be protected?



Depending on the business, valuable ideas can be protected using patents, trademarks and copyright law.

- **Patents** - If you invent or design a new product, patent protection legally prevents others from copying your product.
- **Trademarks** are logos that are legally registered by businesses to distinguish them and their products from competitors. Registered trademarks are legally protected and it is illegal for anyone to copy them. If anyone copies a patented product design or a registered trademark, then they can be taken to court to stop them and to seek compensation for lost earnings. To get patent or trademark protection, a fee must be paid to the Patents & Trademarks Office.
- **Copyright** is the legal protection used to protect creative work produced by musicians, authors and other artists. Unlike patents and trademarks, there is no formal requirement to register creative work. However, the responsibility for proving ownership lies with the creator in the event of a dispute over ownership.



Recall & Review – Fill in the gaps

The first step in any new business enterprise is to identify a new business opportunity. Once an idea is identified, market research should be done to assess the viability of the idea. Market research can be either primary or secondary. Primary, also known as _____, means collecting data directly from potential customers. It can be done using samples selected randomly, by quota or geographical cluster. Whichever method is chosen should give accurate and useful information about customer attitudes.

Secondary, also known as _____ research, means looking at data that has already been collected and can be accessed through sources such as reports, magazines or the Internet, for example. This can be a useful method of gathering information about market size, competitors or market trends.

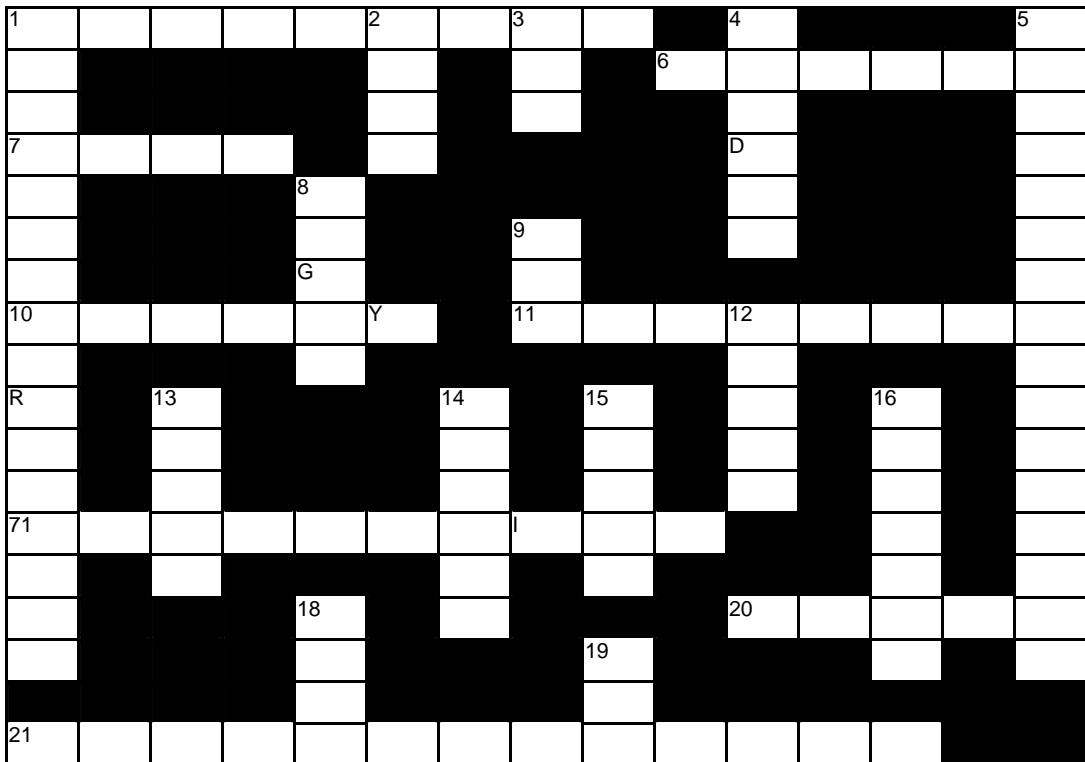
Once market research has collected sufficient information initial information about a potential market, the process of developing a new product or service goes through six key stages. These are product _____, concept _____, conducting a _____ study, testing a prototype if it is a product, test _____ and finally production and launch. At each of these stages, further market research may be conducted to gauge customer and market reaction to the product as it is developed.

There are a number of organisations that can help an entrepreneur and existing businesses to identify and develop new business ideas, including Enterprise _____ and the County Enterprise _____.

Score: _____ out of 8



**Crossword 14 –
Identifying business opportunities**



Clues:

Across

1. Orla Tuohy got money from Enterprise Ireland to produce one of these (9)
6. A group of people selected for a 10 across to ensure accuracy (6)
7. ____ research accesses information already available and sources from magazines, the Internet, etc. (4)
10. A customer ____ asks consumers about their attitudes towards new product ideas (6)
11. ____ interviews use questionnaires to interview people face-to-face (8)
17. This means making useful business contacts through socialising and attending meetings of professional associations (10)
20. ____ research involves going into the marketplace to carry out customer studies and surveys (5)
21. A simple creativity technique for coming up with new business ideas (5-8)

Down

1. Gilbey's of Ireland did this to examine several ideas for a new alcoholic drink (7, 9)
2. ____ marketing involves investigating the reaction of the market before going into full production (4)
3. The code number you use with a laser card (3)
4. In this type of 10 across, every member of the market has an equal chance of being interviewed (6)
5. A preliminary report into the profit potential of a business idea (11, 5)
8. What you work for (5)
9. A feature of a product or service that is promoted in order to make it different from its rivals (3)
12. ____ control ensures that firms have the right amount and type of products at the right time without incurring undue costs (5)
13. ____ sampling selects respondents according to certain characteristics of the target market such as age and income (5)
14. ____ research gathers and analyses the information needed to accurately identify and satisfy consumer needs (6)
15. What you do when you're thirsty (5)
16. This type of sampling draws respondents from a small geographic area representative of the larger market (7)
18. Banks provide these to finance business start-ups (4)
19. Initials of a standard measure of the interest charges on loans and other credit arrangements (3)