

# Finding Whitespace

Going Down the Rabbit Hole of  
Beauty Product Development.



Speaker Notes from SWSCC Meeting: 9/23/2021

## COMMON PRODUCT DEVELOPMENT MANAGER “CHARACTERS”:

- ✓ OVERWHELMED with too many ideas and unorganized focus
- ✓ DEMANDING with unrealistic expectations and negative personal relations with key resources
- ✓ STRESSED and unable to problem solve always feeling “late” or falling short
- ✓ UNPREPARED due to lack of long-term research strategies resulting in mediocre White Space innovation

## WHAT IS WHITESPACE?

- ✓ High-Growth Opportunities | Speed-to-Market
- ✓ Un-met Needs of Core Customers | Ask, Listen, React
- ✓ Categories Untouched by Competition | Innovation
- ✓ Filling-In the Gaps of Your Assortment | Low-Hanging Fruit
- ✓ Expansion to Garner New Customer Base | Category Expansion

## FINDING WHITESPACE REQUIRES DISCIPLINE

- ✓ Keep all methods a priority and be CONSISTENT
- ✓ Work with your reps and contract manufacturer to encourage partnership. Everyone has something to gain, and everyone has something to offer.
- ✓ Assortment Map for CURRENT and FUTURE | Observe, Collect, Record and React

## WAYS TO GROW EXISTING ASSORTMENT

- ✓ Grow Franchise
- ✓ New & Improved
- ✓ Expand Claims with same base formula
- ✓ Regulatory & Sustainability
- ✓ Repackaging

## WHERE TO FIND WHITESPACE?

- ✓ Retail Outlets, Magazines, Social Media
- ✓ Reps and Suppliers Websites and portals / resources
- ✓ Get creative during times of supply challenges!
- ✓ Following trends: “To ignore trends is **naive**. To only research trends is **inopportune**. To follow trends is **wise**. To try new trends keeps you **relevant**. To create your own makes you **INNOVATIVE**.”

## CHOOSING WHICH WAY TO GO?

- ✓ Finish the Concept | Finalize Map
- ✓ Poke Holes & Narrow Down | Speculate
- ✓ Calculate | Opportunity Value
- ✓ Validate and Quantify | Customer Survey
- ✓ Get it Approved | Presentation
- ✓ **“MOVE it. APPROVE it, or LOSE it.”**

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If you're interested in Kelly Wensman presenting to your team, or a copy of the presentation  
“FINDING WHITESPACE: *Going Down the Rabbit Hole of Beauty Product Development*  
please ema [Innov8Beauty@gmail.com](mailto:Innov8Beauty@gmail.com)