



Product Management Specialists

Transforming product & service performance

**LANTERN
DAVIS**



Are Your Products and Services Under-performing?

- Profit performance lagging?
- Disappointing sales volumes?
- Teams bogged down with customer complaints?
- Poor ROI?

Sales and profitability are affected by so many factors, both internal and external.

It can feel like juggling, trying to find the time to focus on your Product Management when day-to-day operational issues are so demanding.



Effective Product Management is the key to better business performance, particularly during development and launch, but also during maturity and obsolescence.

Lantern Davis - Your Product Management Specialist

99% of all UK firms are 'small', employing 50 staff or less, many of whom fill multiple roles. Few have resources for a full-time experienced Product Manager.

This is where we come in.

We have decades of Product Management and engineering experience across dozens of industries and sectors.

Our passion for Product Management is underpinned by time served hands-on in every single role in product and service life-cycles.

We aim to take pressure off your business, however big or small, giving reassurance Product and Service offerings will reach their potential.



We're very flexible, providing any combination of the following to suit you:

- Train your staff
- Support your staff
- Complete Product Management projects
- Troubleshoot issues and complaints
- Independent witness.

Whether New Product Development (NPD), ongoing improvements or product retirement, we make sure your firm, your investors and your customers are happy, with Risk-Based thinking and Quality Systems core to our approach.



Drop us a line to discuss your product ambitions and concerns.

Our managing director Nick Hudleston will be pleased to meet with you.

What is Product Management?

Every business however small, should be applying Product Management principles ensuring all its products and services meet the ever-changing requirements of the business and its customers.

After all, being late to market means lost sales and lost opportunities.

It requires many skills, including technical, marketing, communication, people, negotiation, research, project management, training, finance, strategy, data management and analysis and leadership.

And time! Effective Product Management takes time, which in a small firm, you so rarely have!



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