

<b>Research theme</b>	Management of Product Development
<b>Research title</b>	Apply development techniques to expand and innovate the range of products and markets of Cricket lighters
<b>Researcher</b>	Ronald van Galen
<b>Research period</b>	From September 2011 to Mei 2012
<b>Company</b>	Cricket Lighters Assen
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## *Background*

Swedish Match is an international company with approximately 4000 employees. The company Swedish Match is known as producer of cigars, snus, matches and lighters. With a total sale of over 300 million disposable lighters worldwide Swedish Match is one of the main premium brands. The location in Assen is producing approximately 110 million disposable lighters a year.

## *Assignment*

Cricket lighters Assen is a healthy company with a range of different lighter products but is looking for a new product to expand their market. With a decreasing market of smokers in western countries the sales of lighters will decrease in the future.

To ensure enough profit in the future a new alternative product, which fits to the brand and its distribution, is needed. The focus of the lighters department lies in keeping a strong market position and also to keep the supply chain efficient and profitable. Research the possibilities of the brand Cricket lighters of the company Swedish Match to expand their market with a new innovative product or lighter.

## *Results*

This project resulted into a new lighter called the Comfort lighter. The comfort lighter is a combination of two kinds of products and makes live easier for people with a disability, especially for control a product with their hands. It was difficult to make the design not look like a tool, which would make the lighter only suitable for people with a disability. The product is filling the gap between the disposable lighter and the utility lighter. In figure 1 and 2 the results.



Figure 1



Figure 2

## *Personal experience*

My experience of the project what I enjoyed the most was developing a new product. When I choose this assignment I preferred a big healthy company. The benefits of a big company are that there is room for investments and that will have an effect on the development of new product. The company is able to invest in product ideas.