



# Product Development and Innovation Group

Paul Stevenson, Chair's Report

September 2018

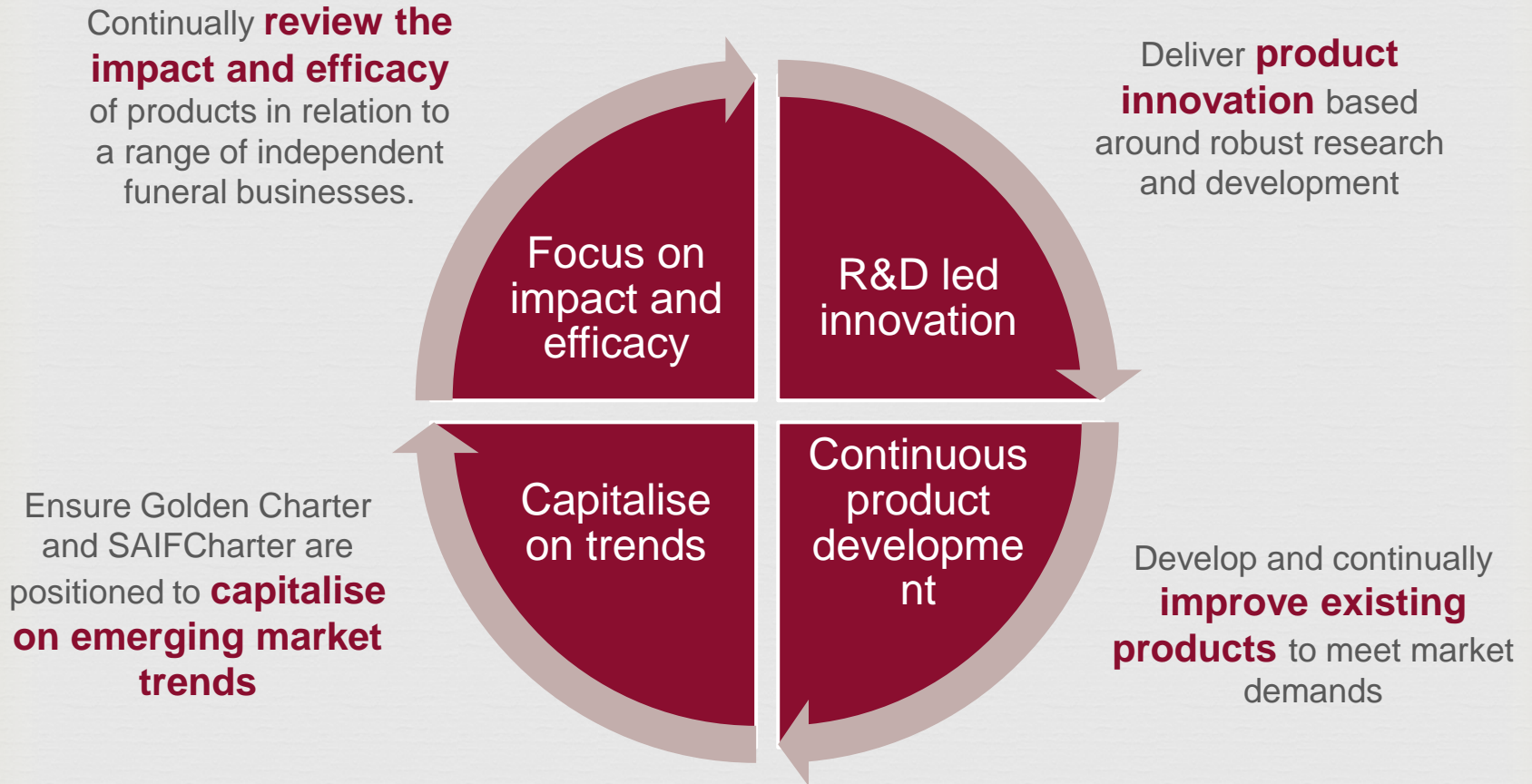
# Chair's Report

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- Inputting into Golden Charter strategy development and horizon scanning to help identify future opportunities
- Oversight of the review of the existing product range, to ensure this aligns with funeral director priorities.
- Helping to identify product opportunities which appeal to new customer demographics in a changing marketplace, to appeal to a younger, more affluent and digitally aware customer base.
- Helping to shape options for fully guaranteed plans and steering the business on commercial opportunities.
- Opening up channels and an openness to gather innovative ideas from the wider shareholder base, which can be fed through to new product development.
- Some of the specific areas of interest the group are focusing on include: looking at how to market products for different ethnic populations, developing a proposal for woodland burials and involvement in 'top 10' new ideas testing.

# Product Development and Innovation



# Working Group Structure

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