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Business and Management: Business Article

**Summary/Analysis**

The press release chosen is a current business press published on 4 October 2019. The business press is about to communicate a business expansion through Product Development of the company called KPMG. The main purpose of the press is to analyze and convey the product development of the company where the company has launched an online assessment which enables families in the business to uncover a number of insights that would help them to thrive. According to the press released, the online assessment is a confidential online self-diagnostic assessment that evaluates the opinions of respondents about the importance of an issue to the family or businesses and how they feel capable and strong as a family and/or a business about addressing the problem or issue.

With this assessment tool, the company (KPMG) assists the families in businesses to gain more insight into the required skills and capabilities for the purpose of supporting their goals and objectives. Beyond that, they have been offered a comparison with other different family businesses with a number of similarities like generational span and/or industry sector, etc. (KPMG, N.P).

**Impact**

The impact of this launch by KPMG which is a Product Development on the company (KPMG) is much positive in several ways. It enables the company to generate more revenues as a result of this launch while it enables the company to increase the market share in the international as this product helps the company to gain more and new customers (family businesses). On another side, the impact on the consumers is highly credible because it enables family businesses to improve their businesses, businesses' operations, and accomplish their set and desired goals through gaining more insights into their capabilities regarding their businesses (KPMG, N.P). Beyond that, it also enables users to make comparisons with industry and other business which would help them to improve accordingly.

Work Cited

KPMG. "KPMG Launches Family Business Dynamics Assessment." KPMG. N. p., 2019. Web. 04 Oct. 2019.