

Prof. Rishikesh Kumar: ICT and E resources usage

1. MS Office
2. Website

MS Office: Sample PPT of MM

New Product Development

- The New Product Development process is often referred to as The Stage-Gate innovation process, developed by Dr. Robert G. Cooper as a result of comprehensive research on reasons why products succeed and why they fail.



New Product Development (NPD)

- Idea Generation
- Idea Screening
- Concept Development & Testing
- Business Strategy Analysis & Development
- Product Development
- Test Marketing
- Commercialization

New Product Development (NPD)

- Idea Generation
- Idea Screening
- Concept Development & Testing
- Business Strategy Analysis & Development
- Product Development
- Test Marketing
- Commercialization

Example: Websites referred

- 1. <https://www.feedough.com/new-product-development-npd/>
- 2. <https://www.marketing91.com/new-product-development/>
- 3. <https://www.youtube.com/watch?v=doRFdwRrMEQ>
- 4. <http://www.marketingteacher.com/product-life-cycle-plc/>
- 5. <https://www.slideshare.net/arunalapati/newproductdevelopmentprocess>