

Q. 2 → Discuss the implication of new product development decision on the business enterprise?

Ans → New product development :- A product is said to be a new product when it serves an entirely new function or makes a major improvement in a present function.

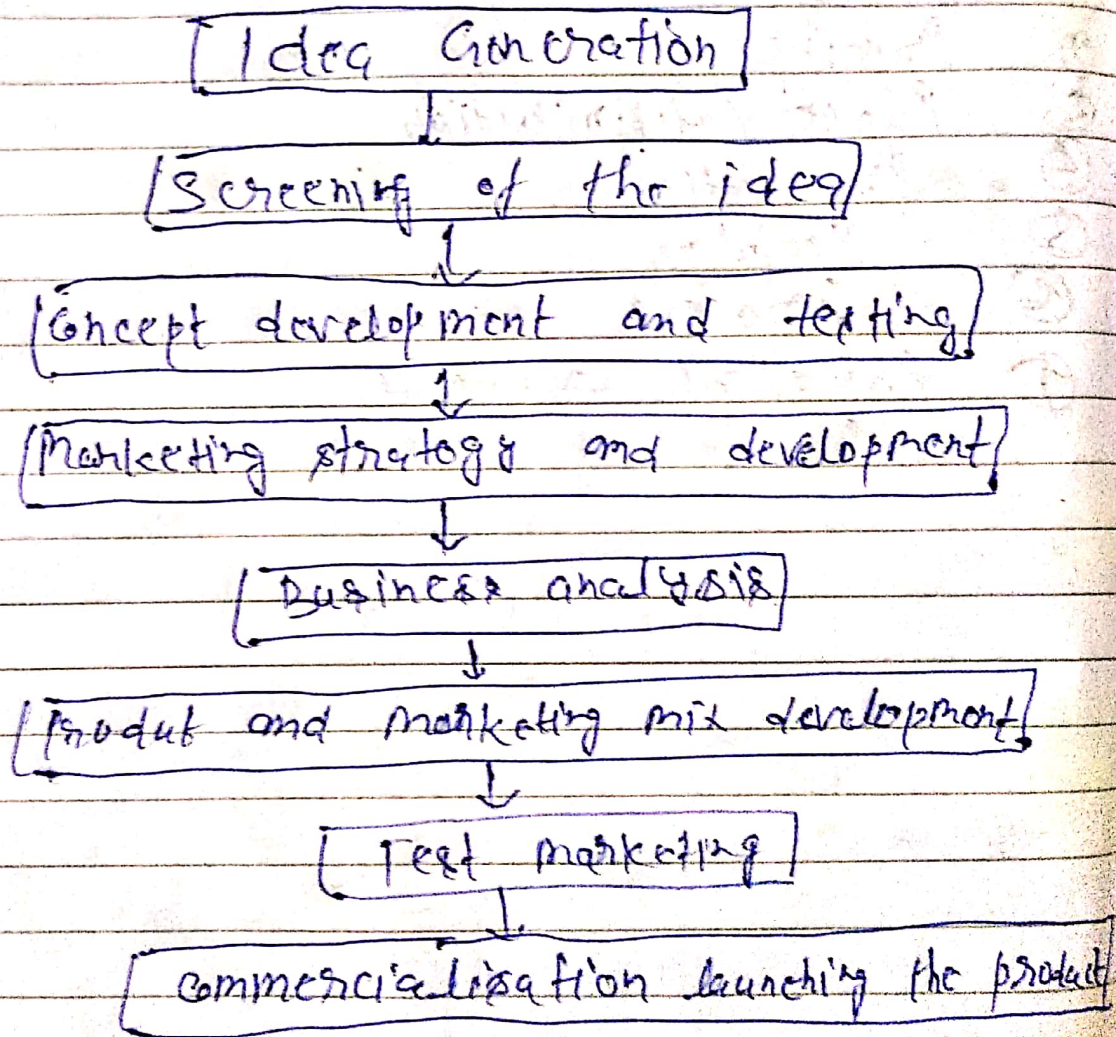


Figure: New product development process