

Ques 2 Discuss the Implication of new product development decision on the business enterprises.

Ans In the last decades of 20th Century, western industries faced intensive competition with Japanese industries. Automotive industry was one of the industries that were seriously affected by this competition. Attempts to find Japanese advantages led to different results. Some believed that not having warehouse is the main advantage, some others believed Quality circles is the advantage and some others saw some other aspects of Japanese industries as the main advantage.

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proficiency in new product development can contribute to the success of many companies. ... White, Cooper and Klenschmidt (1986) found that having a structure new product development process, including idea-generation, screening and evaluation, testing development and launch has a positive impact on new product success.