

Proficiency in new product development can contribute to the success of many companies.

While Cooper and Kleinschmidt (1986) found that having a structured new product development process, including idea generation, screening and evaluation, testing development and launch has a positive impact on new product success.

Importance of new product development

because of the high risk of failure in implementing new products, it is important to know why new

products development is important to companies

New Products development is the life blood of

companies. The new products could be a physical/

tangible product such as an automobile,

smartphones, and coffee maker machine.

Idea generation
Idea screening
concept dev.
marketing strategy
Evaluation

NPD Process

Vision

Time Frame

Product refinement

Team skills

Market dynamics

Management support

Past Lessons

Team chemistry

Experience member
retain

New Product
Success

