

NEW PRODUCT DEVELOPMENT AND ITS PRODUCTION PROCESS

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Abstract – New product development is introducing new product to the market place. New product development comes from various innovative thoughts, new ideas, creativity, skills and knowledge etc., this comes into existence because of changes in consumer tastes, preferences, their needs and wants, increasing competition etc.. Reducing cost of production (expenditure) is one of the major factors in improving the production. Avoiding wastage of materials, avoiding machineries to idle leads to improvement in production and also taking accurate decisions to avoid losses in organization. Decision making is finding different kind of alternatives and selecting the best alternative (solution) and put into action. This is done by top level management.

Key Words: Innovation, employee training, consumer satisfaction, job involvement, motivation, productivity, knowledge.

1. INTRODUCTION

Employee should have a challenging job task for new product development and also put their complete efforts in improving the production. Optimum use of raw materials, machineries and other equipments, proper use of funds along with labor, results in decreasing the cost of production. Based on our competitors and consumer and tastes and preferences, we have to add new features and characteristics, size, shape, color, design etc. This attracts the consumers and sales can be happen more and maximization of profits can be happen more.

1.1 CONCEPT

- 1) Testing your new product with your market to determine whether your new product idea will be success or not.
- 2) Taking feedback from consumers regarding new product.
- 3) Market research helps to determine how customers will respond to your new product.
- 4) Measuring the required inputs and outputs and utilizing them in a proper manner.
- 5) Total quality management and adding new concept to the product based on our competitors.

1.2 Characteristics

- 1) Solid research helps in new product development.
- 2) Top level management should set clear objectives and should be flexible and easily understandable by members of organization.
- 3) A reliable and efficient team helps in good coordination and makes the organization successful in getting good results.
- 4) Owner should have the capability in taking accurate decisions at right time.
- 5) Arranging a proper road map is another important characteristic of new product development.
- 6) Efficient employees, equipments, raw materials and processes leads in improving the production.
- 7) You need to measure your existing output levels and compare it with last years output levels and take necessary changes.
- 8) Better employee training helps them in knowing how to work on various production related activities.
- 9) Updating business processes along with continuous employee education helps in improvement of production.
- 10) Encouraging collaboration among members of organization should take place.

2. Objectives

- 1) Consumer needs, wants, tastes, preferences, proper utilization of materials, labor and equipment is the main primary objective.
- 2) New level of quality product results in effective customer satisfaction.
- 3) Differentiate your product from your competitors, acquire customers and increase the companies good will, name and fame and its reputation.
- 4) Assigning workloads according to the employees level of efforts.

5) Focusing on continuous improvement by reducing cost of production and maintaining quality of production.

6) Proper planning, commitment towards work, maximum efforts, motivation and proper training leads to reduction in cost of production.

3. Process

- 1) New product strategy
- 2) Idea generation
- 3) Screening
- 4) Concept testing
- 5) Business analysis
- 6) Product development
- 7) Market testing
- 8) Commercialization
- 9) Review of market performance
- 10) Feed back

Steps in improving production process

- 1) Maximizing productivity
- 2) Availability of materials, equipments and human resources when and where they are needed.
- 3) Reducing labor and inventory cost by eliminating wastage.
- 4) Improving continuous flow of production process.
- 5) Avoiding wastage is possible with the help of maintaining and arranging the stock in a proper manner.
- 6) Delivering the products and services in time.
- 7) Forecasting (future planning) market expectations.
- 8) Identifying problems and risks and taking corrective action (solution) to solve the problem.
- 9) After making a proper plan, communicating that plan with other members of organization with necessary changes.
- 10) Taking continuous feedback from customers.

4. Conclusions

Finally, producing more output with a reduced level of input will result in increased productivity.

Improved quality, techniques, just in time, positive feedback from customers, improved features leads to profit maximization and results in success of new product development. Effective training, proper controlling and monitoring, proper measurements, giving rewards for workers encourages improvement in production.

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