



Chapter 02 THE NEW PRODUCTS PROCESS

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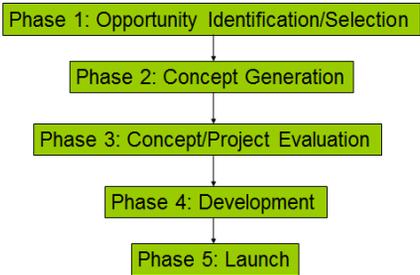
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OVERVIEW

- The Phases of the New Products Process
- Evaluation Tasks Throughout the New Products Process
- Speeding the Product to Market
- New services

THE PHASES OF THE NEW PRODUCTS PROCESS



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Phase 1: Opportunity Identification and Selection

➤ Main streams of activity feed strategic planning for new product:



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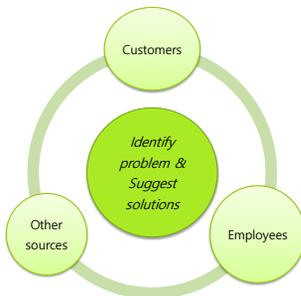
Phase 1: Opportunity Identification and Selection

➤ Sources of Identified Opportunities:



THE PHASES OF THE NEW PRODUCTS PROCESS

Phase 2: Concept Generation



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Phase 3: Concept/Project Evaluation (Screening/ Pretechnical evaluation)



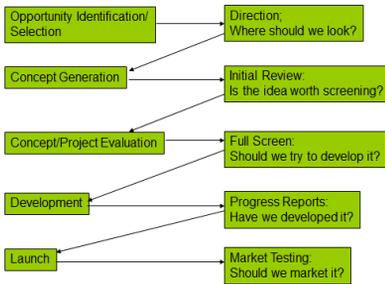
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Phase 4: Development (Technical Tasks)



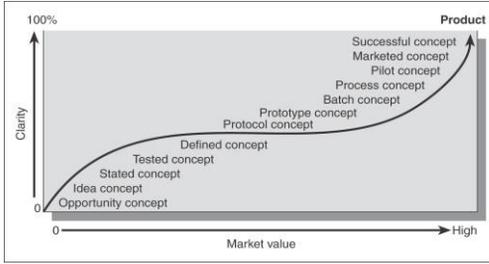
Phase 5: Launch

THE PHASES OF THE NEW PRODUCTS PROCESS



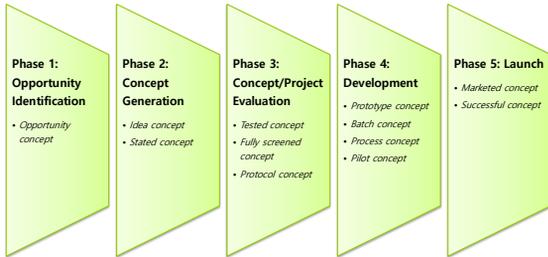
THE PHASES OF THE NEW PRODUCTS PROCESS

The Evolution from Concept to New Product



EVALUATION TASKS THROUGHOUT THE NEW PRODUCTS PROCESS

The Evolution from Concept to New Product



SPEEDING THE PRODUCT TO MARKET

Methods for Accelerating Time to Market

- Have a clear product innovation charter
- Have a third-generation new products process that permits overlapping phases
- Use a new product portfolio and careful project selection to allocate scarce resources
- Focus on quality: "get it right the first time."
- Have an empowered cross-functional team.

Source: Robert Cooper (1993)

SPEEDING THE PRODUCT TO MARKET

Additional Techniques for Accelerating Time to Market

- Organization
- Intensify Resource Commitments
- Design for Speed
- Rapid Manufacturing
- Rapid Marketing

NEW SERVICES

New service examples in Vietnam?

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The End

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