





The Practice of Global Product  
Development (With Updates by  
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## Learning Outcomes

- Define the strategy "New Product Development"
- Identify the different stages of the strategy
- Understand the importance of this strategy

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## Definition of the strategy “New Product Development”

- The process of developing a new product or service for the market
- involving a number of steps



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## What can be a new product ?

- For a new market (eg: Iphone, Ipad)
- To adapt or replace an existing product (eg: Ipad 2)
- To introduce in a new market (eg: Apple TV)
- New packaging
- New marketing (eg: Ipod)

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## Different ways to introduce new products

- Line extension  
(eg: Haribo's candy)
- Brand extension  
(eg: Kellogg's special K and the cereal bars)
- Brand stretching  
(eg: Sony Playstation, Smart phone, laptop, TV and camera)

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# 8 STAGES To develop a new product



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# STAGE 1: IDEA GENERATION

Resources to find ideas for a product development:  
Market research, employees, consultants, competitors, customers...

Several methods are based on SWOT Analysis:  
brainstorming, focus group

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Application to Ap

companies such  
number of new

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assumed to be  
development ph

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## Application to Apple co. and its Ipad

companies such as Apple always have a high number of new ideas.

the Ipad was first an abstract idea which was assumed to be realistic and moved on the development phase.

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