



Learning Outcomes

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

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?

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-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
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-New marketing (eg: Ipod)

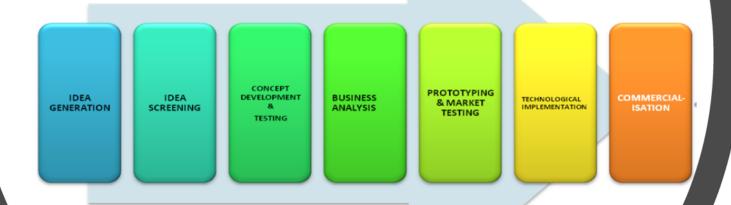
Different ways to introduce new products

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



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

the Ipad was f 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.