

NEW PRODUCT DEVELOPMENT: A SUMMARY

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ABSTRACT

Firms all over the world are trying to come up with creative ways to develop better products and services, with efficiency and greater speed. Marketers are playing the major role in this development of new product by identifying some new ideas and evaluating the market's nerve. The new product development process and significance of the new product is demonstrated in this paper. Introduction about new product development have clear statement about new product. Stages like Idea generation, idea screening, concept testing, market analysis, actual product development, market test and commercialization are elaborated here. New products are the original products, product investments, product modification and new brands that the firm develops through its own research and development first we define the generating the new product ideas, every firm create many ideas but every idea does not take for implementation means does not select. Like this in \scanning we screening the new ideas and left the old ideas as soon as possible product development costs rises greatly in later stage so the company wants to go ahead for the new product ideas that will turn into profitable products in idea screening the various new products ideas are put under rigorous screening by evolution committee. In concept testing we saw how product works in market and what is response of the customers regard the new product. Quality of the product displays on the screen and pass product ideas included in the product concept. Demand of the new product also estimating in product concept. After that market analysis also made which is very important in the new product development process, because several vital decisions regarding the project are taken based on analysis done at this stage. In Actual product development of the product, production and marketing departments are actively involved. Market test and different methods are also used in development. In test marketing, the new product with the support of the chosen marketing mix, is actually launched and marketed in a few select test cities and other towns. At the commercialization stage takes the decision to go in for large scale manufacturing and marketing of the product. At last we discuss about the success and failure of the new product development. Our perhaps suggestions makes success a new product. New product should be according to the choice of the consumers and have high value for them. New product should be effective and convenient for the society as well as consumers. Strong technical production and market orientation is also beneficial for the new product. In failure of the new product we include faulty product idea, distribution related problem, compatibility, complexity problem, perceived risk we include in this paper in the last

Keywords:- incremental motivation, Morphological analysis, Go- Drop Error , organic growth etc

INTRODUCTION

Introduction of new product has gain importance in recent years, in the present scenario of rapidly changing economy continuous innovation in the products and services has become the need of the day. Companies that fail to develop new products put themselves at risk. Most established companies of the world are focusing on incremental motivation which allows them to enter new markets by offering products for new customers, use variation in their core product. New product means original products, product investments, product modification and new brands that the firm develops through its own research and development department. New products ranges from products which are new to the world to minor improvements and revision of the existing products. A firm can obtain new products in two ways i.e. buying a whole company or it can acquire patents, buy a license or through new product development process. But successful acquisition by firms is rare. At some point there emerges a need for organic growth, which means , the development of a new product from within the company products. Every Idea taken by the particular firm or the organization regarding new product are not come in implementation means not selected. New products continue to fail at a disturbing rate. Fewer than 10% to 15% of all new products are innovative in true sense and are considered new to the world. A survey estimates that no more than 10% of new products are still on the market and profitable after 3 years. Another study suggested that 25,000 new consumer food cosmetics and health care products to hit the market each year. Radical innovation can hurt the company bottom line in the short run. Only 40% will be around stay in the market after the one year. Moreover failure rates for new industrial products may be as high as success. But for the higher levels of growth a firm has to look beyond its existing products. Many factors like-consumer taste, income level, market trend, competition strategies pricing decisions are important to generate a new product and develop it successfully.

Stages in new product development: stages of new product development are given below. Many companies work on parallel projects while going through this process but ss. As shown in the steps, they look like linear steps but it is not always in a linear fashion, most firms use spiral development process which recognizes the value of returning back before moving ahead and committing a blunder mistake.

1. Analysis of market and environment being served and its need identification
2. Generating new product ideas (idea generation)
3. Idea screening
4. Concept testing

5. Market strategy development

6. Business analysis

7. Actual product development

8. Market testing

9. Commercialization

1. The actual process as a concept starts from the day the firm tries to analyze the environment of the particular market or country it wishes to enter. External environment of the concerned market should be deeply analyzed to know the various characteristics of the market, such as culture, tastes and preferences, lifestyle, habits, income and standard of living etc. Because needs in distinct markets vary according to the geographical location and other external environmental factors. Idea generated must be relevant to the present prevailing conditions and environment of the concerned market.

2. Idea generation

The fetus of the product emerges in brain and the process initiates from the searching of new ideas after carefully analyzing the macro or external environment factors prevailing. A company typically creates many ideas. Few of them are finding good and some are not for every 1,000 ideas only 10 ideas goes to select. Major source of new product ideas include

Interacting with others internally in organization i.e. employees, engineers, management and external sources such as customers, competitors, distributors and suppliers and marketing agencies,

Another method of obtaining new ideas is through some creative techniques invented by some experts.

* SCAMPER

SCAMPER is an idea generation technique that utilizes action verbs as stimuli. It is a well-known kind of checklist developed by Bob Eberie that assists the person in coming up with ideas either for modifications that can be made on an existing product or for making a new product. SCAMPER is an acronym with each letter standing for an action verb which in turn stands for a prompt for creative ideas.

S – Substitute

C – Combine

A – Adapt

M – Modify

P – Put to another use

E – Eliminate

R – Reverse

*. Brainstorming

This process involves engendering a huge number of solutions for a specific problem (idea) with emphasis being on the number of ideas. In the course of brainstorming, there is no assessment of ideas. So, people can speak out their ideas freely without fear of criticism. Even bizarre/strange ideas are accepted with open hands. In fact, the crazier the idea, the better. Taming down is easier than thinking up.

Frequently, ideas are blended to create one good idea as indicated by the slogan “1+1=3.” Brainstorming can be done both individually and in groups. The typical brainstorming group comprises six to ten people.

*. Mindmapping

Mindmapping is a graphical technique for imagining connections between various pieces of information or ideas. Each fact or idea is written down and then connected by curves or lines to its minor or major (previous or following) fact or idea, thus building a web of relationships. It was Tony Buzan, a UK researcher, who developed the technique “mind mapping” discussed in his book ‘Use your Head’ (1972). Mind mapping is utilized in brainstorming, project planning, problem solving and note taking. As is the case with other mapping methods, the intention behind brain mapping too is to capture attention and to gain and frame information to enable sharing of concepts and ideas.

To get started with mindmapping, the participant just has to write a key phrase or word in the middle of the page. Then, he must write anything else that comes to his mind on the very same page. After that, he must try to make connections as mentioned in the previous paragraph.

*. Synectics

Synectics is a creative idea generation and problem solving technique that arouses thought processes that the subject may not be aware of. It is a manner of approaching problem-solving and creativity in a rational manner. The credit for coming up with the technique which had its beginning in the Arthur D. Little Invention Design Unit, goes to William J.J. Gordon and George M. Prince. The Synectics study endeavored to investigate the creative process while it is in progress. According to J.J Gordon, three key assumptions are associated with Synectics research. It is possible to describe and teach the creative process.

*Storyboarding

Storyboarding has to do with developing a visual story to explain or explore. Storyboards can help creative people represent information they gained during research. Pictures, quotes from the user, and other pertinent information are fixed on cork board, or any comparable surface, to stand for a scenario and to assist with comprehending the relationships between various ideas.

* Role playing

In the role playing technique, each participant can take on a personality or role different from his own. As the technique is fun, it can help people reduce their inhibitions and come out with unexpected ideas.

* Attribute listing

Attribute listing is an analytical approach to recognize new forms of a system or product by identifying/recognizing areas of improvement. To figure out how to enhance a particular product, it is broken into parts, physical features of each component are noted, and all functions of each component are explained and studied to see whether any change or recombination would damage or improve the product.

* Visualization and visual prompts

Visualization is about thinking of challenges visually so as to better comprehend the issue. It is a process of incubation and illumination where the participant takes a break from the problem at hand and concentrates on something wholly different while his mind subconsciously continues to work on the idea. This grows into a phase of illumination where the participant suddenly gets a diversity of solutions and he rapidly writes them down, thereby creating fresh parallel lines of thought. Picture prompts help a lot when it comes to enabling one's brain to establish connections. These prompts can help to surface emotions, feelings and intuitions. This makes

them particularly useful for brainstorming solutions to innovative challenges involving people, and issues with a deep psychological or emotional root cause.

To get started with using picture prompts, the facilitator distributes a set of pre-selected images – each participant gets one. He also asks the participants to write down whatever ideas come to their mind when they look at the image in their possession. According to Bryan Mattimore (presently co-founder of The Growth Engine Company), the images should be visually interesting, portraying a multiplicity of subject matter and must depict people in lots of varied kinds of relationships and interactions with other people. After this, participants pair off and use additional time, sharing and talking about the ideas they have come up with and brainstorming more solutions to the existing problem/challenge. Lastly, the various pairs present their ideas to the rest of the group. Mattimore suggests tailoring the visuals to the character of the challenge the participants have to solve. So, if the challenge pertains to the manufacturing industry, you could consider having images of an industrial nature. However, you should definitely include some irrelevant or random images as well because it may be these kinds of images that trigger the most innovative solutions.

*Morphological analysis

Morphological analysis has to do with recognizing the structural aspects of a problem and studying the relationships among them. For example: Imagine the problem is transporting an object from one place to another by way of a powered vehicle. The significant dimensions are: the kind of vehicle (cart, sling, bed, chair); the power source (internal-combustion engine, pressed air, electric motor); and the medium (air, hard surface, rails, rollers, oil, water). Thus, a cart-kind of vehicle moving over rough services with an internal-combustion engine to power it is the automobile. The expectation is that it would be possible to determine some novel combinations.

* Forced relationships

It is an easy technique involving the joining of totally different ideas to come up with a fresh idea. Though the solution may not be strictly unique, it frequently results in an assortment of combinations that are often useful. A lot of products we see today are the output of forced relationships (such as a digital watch that also has a calculator, musical birthday cards and Swiss army knife). Most of these ideas may not be revolutionary discoveries but they are still advantageous products and usually have a prospective market in society. Robert Olson provided an example for forced analogy in his book 'The Art of Creative Thinking.' He compares different aspects of a corporate organization structure to the structure of a matchbox.

* Daydreaming

Though mostly not met with approval, daydreaming is truly one of the most fundamental ways to trigger great ideas. The word “daydream” itself involuntarily triggers an uninhibited and playful thought process, incorporating the participant’s creativity and resourcefulness to play around with the present problem. It enables a person to establish an emotional connection with the problem, which is beneficial in terms of coming up with a wonderful idea. The focus of productive daydreaming is a particular goal irrespective of whether it seems to be an impractical task. Plenty of famous inventors have engaged in daydreaming in the past, thereby setting off ideas that contributed to life altering inventions. The airplane is the most notable example for this. If the Wright brothers had not let their imagination run wild thinking about flight, we would probably still be traveling by ferry.

* Reverse thinking

As the term ‘reverse thinking’ itself suggests, instead of adopting the logical, normal manner of looking at a challenge, you reverse it and think about opposite ideas. For example: ‘how can I double my fan base?’ can change into ‘how do I make sure I have no fans at all?’ You may notice that the majority of participants would find it easier to produce ideas for the ‘negative challenge’ simply because it is much more fun. However, don’t spend too much time on the reverse idea-generation – about 10 to 15 wrong ideas is fine. After one session is over, you can either continue in the reverse idea atmosphere with a new challenge or else do the reversal once more to make it stronger. An example for the latter is “I am never going to update any of my social networks” changing into “I am going to always update all of my social networks.”

*. Questioning assumptions

The majority of industries have orthodoxy – unspoken but deeply-held beliefs that everyone stands by for getting things done. Sadly, they fail to realize that by questioning assumptions at every step of service or product development, they can actually enable the birth of fresh possibilities and ideas.

The participants should start by settling on the framework for the creative challenge. After this, they should produce 20 to 30 assumptions (irrespective of whether they are true or false). The next step is to select several assumptions from the many generated, and utilize them as idea triggers and thought starters to engender fresh ideas.

* Accidental genius

Accidental genius is a relatively new technique that utilizes writing to trigger the best ideas, content and insight.

* Brain writing

Brain writing is easy. Instead of asking the participants to shout out ideas, they are told to pen down their ideas pertaining to a specific problem or question on sheets of paper, for a small number of minutes. After that, each participant can pass their ideas over to someone else. This someone else reads the ideas on the paper and adds some new ones. Following another few minutes, the individual participants are again made to pass their papers to someone else and so the process continues. After about 15 minutes, you or someone else can collect the sheets from them and post them for instant discussion.

* Wishing

This technique can be begun by asking for the unattainable and then brainstorming ideas to make it or at least an approximation of it, a reality. Start by making the wishes tangible. There should be collaboration among the members of the team to produce 20 to 30 wishes pertaining to your business. Everyone's imagination should be encouraged to run wild – the more bizarre the idea, the better. There should be no restrictions on thinking. The next step is concentrating on a number of these unattainable wishes and utilizing them as creative stimuli to trigger ideas that are new but more practical. Mattimore suggests getting the team to challenge the problem from diverse perspectives (imagine how a person from another planet or from another industry or profession would view it) or reflect on it. This type of role playing assists with moving away from conventional thinking patterns to see fresh possibilities.

* Socializing

If employees only hang around with colleagues and friends, they could find themselves in a thinking rut. Let them utilize all those LinkedIn connections to begin some fantastic conversations. Refreshing perspectives will assist with bringing out new thinking and probably, one or two lightning bolts. Socializing in the context of ideation can also be about talking to others on topics that have nothing whatsoever to do with the present problem.

3. Idea screening:

Screening new product ideas for spot good ideas and left the poor ideas as soon as possible. A process used to evaluate innovative product **ideas**, strategies and marketing trends. **Idea screening** criteria are used to determine compatibility with overall business objectives and whether the **idea** would offer a viable return on investment. Product development costs rises greatly in later stage so the company wants to go ahead for the new product ideas that will turn into the profitable products. Not every idea is relevant to your company. In order to screen out a good idea from the not so good ones, there are certain criteria that should be followed like technical problems, strategic fit, and several market opportunities. Due to scarcity of available resources, it's difficult to develop several products at the same time. Through a successful idea screening process, it helps in focusing the whole product development process with a higher possibility of achieving success. The purpose behind doing the idea screening is to determine the interest in those ideas and to find out which segment of the whole population can be easily attracted towards the product idea. For this step, a survey is conducted to ensure the uniqueness of the new idea which is associated with the product and whether it will enable to generate any switching behavior. The advantage of carrying out a survey is that it has a diagnostic element that allows the respondents to give feedbacks on what they find appropriate and appealing in a new product idea. As a result, it is essential to reshape new ideas and reassess their appealing elements before elimination. Idea screening is performed in different stages. Firstly, the ideas are examined to know if they are relevant to the basic objective of the company, if there are certain constraints factors in which the product idea might get crucial in a sequence, drop that idea immediately. The rest of the ideas are being scored against each other considering the important factors, after totaling the score the lower scoring ideas are dropped. The idea screening is the initial idea to assign resources to the product idea and decides whether the new product development should start or not. While idea screening company must avoid two type of errors. A Drop error- when company dismisses a good idea. Go Error – when company permits a good idea.

4. Product Concept:

Marketers will look into a product concept before **marketing** a product towards their customers. While the "product concept" is based upon the idea those customers prefer products that have the most quality, performance, and features, some customers prefer a product that is simpler and easier to use. One problem which has been associated with the product concept is that it might also lead to **marketing myopia**. Thus companies need to take innovations and features seriously and provide only those which the customer needs. The customer needs should be given priority.

In the past several of Microsoft's product have been brought under the hammer with people feeling more and more disgruntled with the operating systems because of lack of innovation and new features. Each Microsoft operating system appears almost similar with just few tweaks. On the other hand, innovating too soon becomes a problem. Several innovative products are marked as experimental in the market instead of being adopted as a result of which these products have less shelf life and might have to be taken off the market. Thus companies following the product concept need to concentrate on their technology such that they provide with excellent feature rich and innovative products for optimum customer satisfaction. A product concept is a detailed version of the idea stated in meaningful consumer terms. A product image is a source consumers perceive an actual and potential product. An attractive idea must be developed in to a product concept. It is important to find difference between a product idea, a product concept and a product image.

Concept testing:

In concept testing groups of target consumers are find out if the concepts have strong consumer appeal. It is show about the demand in the market of new product. In fact it is clear that concept testing is getting the consumer response to the product idea. As a quick concept test definition, think of testing as placing the abstract ideas you're toying with in front of concept testing focus groups, to learn whether your ideas resonate with them. As an example, say a marketing team holds a day-long brainstorming session to come up with ideas for an advertising campaign. When the session is over, there are dozens of options on the table, and a few seem like real winners. Here are some questions that a marketing professional might want to know the answers

Does this ad stand out against my competitors' ad?

Does this ad capture viewers/listeners attention?

Do you recognize this brand?

Would you trust this brand?

Which button would make you buy?

The answers to these questions make it easy to choose a concept to go with, and they help hone the final product. These methods are increasingly popular. To get a closer look at how people use concept testing, we surveyed advertising pros, marketers, and product managers. In our poll, 72% of advertising professionals said it's important to test an ad before it's launched. Doing so can make the ad more successful, they said, because effective ads stem from an in-depth

understanding of what consumers really want (and what they really don't). Product-focused managers agreed: 85% said that felt that testing is vital to their success at work. Despite the importance they all place on testing, less than half of those we polled actually conduct concept tests, so creating your own test may be a big opportunity to get a leg up on the competition.

5. Marketing strategy development:

The new product manager shall develop a preliminary three part strategy plan for introducing the new product into the market. The *First*, part describes the target market size, structure, and behavior, the planned product positioning, and the sales, market share, profit goals sought in the first few years. The *second part* outlines the planned price, distribution strategy, and marketing budget for the first year. The *third part describes* the long run sales and profit goals and marketing mix strategy over time.

6. Business/market analysis:

Market analysis has special importance in the new product development process because several vital decisions regarding the project are taken on the basis of analysis done at this stage. Investment analysis and profitability analysis also done at this stage. Market analysis decides the proceedings of new products in failure. Your business analysis will also help you eliminate inappropriate ideas and avoid unnecessary costs. Carry out the following steps to assess the viability of your new product.

a. Estimate your product price

Review your market and competitor research and your feedback from customers to determine the selling price of your product, and the profit you are likely to make.

b. Identify your product's market potential

Review your market research and the sales performance of existing products in your range. Use your recent sales figures and industry sales figures to help you identify the current level of market activity and interest in products in the same line as your new product.

c. Forecast your sales volume

Estimate the volume of the product sales you anticipate based on your research into customer needs, the size of your existing customer base and your market.

d. Identify your break-even point

Estimate the profitability of your product, and determine your break-even point - the amount of product you need to sell to cover your fixed costs (such as rent, electricity and wages).

- e. Determine your minimum sale price

Project your returns based on your anticipated discounted product price to identify your lowest sales figure per item.

- f. Consider the long term

Forecast the lifespan of your product in the market. How long will it be relevant to your market's consumers? How long will it take you to realize a decent return on your investment? What market share percentage does it have the potential to realize?

- g. Scope your marketing strategy

Your marketing strategy will help you determine how to position your new product in the marketplace. The information you gather, next, in your market testing will help you identify which market segments to target and how. At this stage, however, you can use the data you have gathered in your business and market research to start shaping your marketing strategy - identifying relevant market and product information as well as approaches that will be important in your product marketing.

7. Actual product development :

The task of converting the requirements into the working prototype is helped by a method known as *quality function* deployment; in this method the desired customer attributes are turned into a list of engineering attributes that are further used by the engineers. The research and development department develops different physical versions of the product concept, their goal is to find out the prototype that includes all the key attributes mentioned in the concept, that a firm can produce in the budgeted cost. When the prototype are ready they are put through rigorous functional test and customer test. One of the test known as the Alpha Testing in which the testing of the product is done within the firm to see how it performs in different applications, after refining it is put through Beta test. However the measurement of the customer preference towards the prototype can be measured by Paired comparison, Rank order method and by monadic rating. A pilot production facility is set up by this state the firm short and large committed to the new product. In the actual development of the product, production and marketing activities are actively involved.

8. Market test/test marketing:

The stage of new product development in which the product and marketing programmed is tested in more realistic market settings. Test marketing needs careful handling. Care is required in selecting the test markets. Care is also required in monitoring the marketing and in analysis and interpreting the results. Consumer good market testing can be performed through some techniques such as;

***Sales-Wave Research.** In sales-wave research, consumers who initially try the product at no cost are reoffered the product, or a competitor's product, at slightly reduced prices. They might be reoffered the product as many as three to five times (sales waves), with the company noting how many customers selected that company's product again and their reported level of satisfaction. Sales-wave research can also include exposing consumers to one or more advertising concepts to see the impact of that advertising on repeat purchase. Sales-wave research can be implemented quickly, conducted with a fair amount of security, and carried out without final packaging and advertising. However, sales-wave research does not indicate the trial rates that would be achieved with different sales-promotion incentives, because the consumers are preselected to try the product. Nor does it indicate the brand's power to gain distribution and favorable shelf position.

***Simulated Test Marketing.** Simulated test marketing calls for finding 30 to 40 qualified shoppers and questioning them about brand familiarity and preferences in a specific product category. These people are then invited to a brief screening of both well-known and new commercials or print ads. One ad advertises the new product, but it is not singled out for attention. Consumers receive a small amount of money and are invited into a store where they may buy any items. The company notes how many consumers buy the new brand and competing brands. This provides a measure of the ad's relative effectiveness against competing ads in stimulating trial. Consumers are asked the reasons for their purchases or no purchases. Those who did not buy the new brand are given a free sample. Some weeks later, they are reinterviewed by phone to determine product attitudes, usage, satisfaction, and repurchase intention and are offered an opportunity to repurchase any products. This method has several advantages. It gives fairly accurate results on advertising effectiveness and trial rates (and repeat rates if extended) in a much shorter time and at a fraction of the cost of using real test markets. Pretests often take only three months and may cost \$250,000.30 the results are incorporated into new-product forecasting models to project ultimate sales levels. Marketing research firms report surprisingly accurate predictions of sales levels of products that are subsequently launched in the market.

*Controlled Test Marketing. In this method, a research firm manages a panel of stores that will carry new products for a fee. The company with the new product specifies the number of stores and geographic locations it wants to test. The research firm delivers the product to the participating stores and controls shelf position; number of facings, displays, and point-of-purchase promotions; and pricing. Sales results can be measured through electronic scanners at the checkout. The company can also evaluate the impact of local advertising and promotions during the test. Controlled test marketing allows the company to test the impact of in-store factors and limited advertising on buying behavior. A sample of consumers can be interviewed later to give their impressions of the product. The company does not have to use its own sales force, give trade allowances, or "buy" distribution. However, controlled test marketing provides no information on how to sell the trade on carrying the new product. This technique also exposes the product and its features to competitors' scrutiny.

*Test Markets. The ultimate way to test a new consumer product is to put it into full-blown test markets. The company chooses a few representative cities, and the sales force tries to sell the trade on carrying the product and giving it good shelf exposure. The company puts on a full advertising and promotion campaign in these markets similar to the one that it would use in national marketing. A full-scale test can cost over \$1 million, depending on the number of test cities, the test duration, and the amount of data the company wants to collect.

9. Commercialization:

1. At this stage the firm takes the decision to go for large scale manufacturing and marketing of the product. It gets to this stage only when all the previous steps provide favorable signals. At this stage the company fully commits itself to commercialize the new product with the required investment in manufacturing and marketing Classification of new product: 1. New products develop through out of technological innovations: It includes intrinsically new products having a new functional utility.

2. New products develop through out of marketing oriented modification: It includes products that come out of marketing oriented innovations on existing products. These are the new versions of existing products; the newness may be due to some modifications in the ingredients used, or some changes in design, the addition of new feature, a change of package, etc.

Introducing a new product into the market is a significant business achievement. Launching your new product is your final, important step in the new product development (NPD) process.

Deciding when, how and where to launch your product will determine its early impact on the market.

Your marketing strategy and marketing plan will direct your product launch and help you make the most of your business and product exposure opportunities. Consider including some or all of these approaches in your new-product marketing:

a. Develop a direct marketing campaign

Direct marketing methods such as direct mail, email marketing and social media marketing can help you get straight to the customers in your target market.

b. Create your advertising plan

Plan and book your advertising well ahead. Analyse where your target market customers get their product information. Book advertising in industry print and online publications and consider product innovation publications.

c. Create communications materials

To support your launch you can create a product brochure and point of sale posters to draw attention to the new product.

d. Develop a public relations and news media strategy

Use public relations (PR) to your advantage. Mainstream media often pick up innovation stories. Launch a print and online news media campaign and target interested industry journalists.

e. Develop a sales plan

Develop a sales plan tailored to your new product. Sales planning helps you define strategies for your ideal customers and set realistic, healthy sales targets.

f. Develop a pricing strategy

Your pricing strategy should identify an entry-to-market price, a premium price and a minimum sale price.

g. Contact your distributors

Give your distributors plenty of forward notice of your new product launch. Use your forecasts to calculate the product numbers you'll need to meet your anticipated sales volume.

New product failure:

- Faulty product idea is often a major cause of failure. According to a study by Wharton business school, 23 percent of product failure created by bad product ideas.
- Distributed related problem can cause new product failure, e.g., Nestle chocolates initially have problem of distribution.
- Those new product, which manage to reach the market after years of preparation and work, often fail.
- Even with successful new, in products many cases, the success is short lived, they die after the initial boom.

Suggestions for new product success:

- If the new product is close to the existing business of the company, then it constitutes an entirely new line of business.
- Newness is not an end in itself, the product uniqueness and innovativeness must yield a net benefit to the customer that is very important for success.
- Pricing of the product play vital role in the success of new product, pricing regarding the market beneficial mostly for the new product.
- Competitor product's pricing and quality if defeated in the market by the new product then a product must be successful.

Introduction Stage : The product life cycle stage in which the new product is first distributed is first distributed and made available for purchase.

Growth stage : The product life cycle stage in which a product's sales start climbing quickly.

Maturity Stage : The stage in the product life cycle in which sales growth slows or levels off.

Decline stage : The product life cycle stage in which a product's sale decline.

CONCLUSIONS AND RECOMMENDATIONS

Nowadays new product development is very difficult process for a business firm. A new product in the market and success in the market is very far away for the new product. Different stages faced by the new product in the market in initial stage, after that it reach to success. All of the

new products ideas are not successful; according a survey only ten percent ideas are successful taken regarding a new product development Idea screening, concept development, test marketing, commercialization are the main stages of new product development. Every product which come in the market goes through the product life also. Every successful product faces the stages of the plc like introduction, growth, maturity and decline etc. Some factors like faulty idea, higher price, competitive strategies, quality of the product etc made the product failure Good quality, reasonable pricing, good competitive strategies made the product successful.

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