



TRINITY COLLEGE FOR WOMEN NAMAKKAL

DEPARTMENT OF NUTRITION AND DIETETICS

**FOOD PRODUCT DEVELOPMENT AND
QUALITY CONTROL
ODD SEMESTER**

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STAGES IN NEW PRODUCT DEVELOPMENT

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The seven stages of the new product development process are: Idea Generation, Idea Screening, Concept Development and Testing, Business and Marketing Strategy Development, Product Development, Test Marketing, and Commercialization.

IDEA GENERATION

- Idea generation is the first stage of the process and entails a method or methods for coming up with new ideas for product development that are superior to what competitors are currently offering.
- Often, businesses come up with hundreds of new ideas and end up with only a few that will be pursued in the end. There are quite a few ways to generate ideas, but they are less a “eureka” moment and more akin to hours of target market research, discussion, questioning, and brainstorming utilizing both internal and external idea sources.

IDEA SCREENING

- Bringing a product to market is expensive. That is part of the reason for a seven-stage process in new product development. What companies want to avoid is spending resources on products that, once screened, are not as worthy of production as once envisioned. Idea screening is little more than what it sounds like, narrowing ideas down, and picking out the best ones with which to move forward (Callan, 2019).

CONCEPT DEVELOPMENT & TESTING

- Concept development entails crafting a detailed version (or versions) of an idea for a product in terms of the customer's perspective. It is important to understand that while the concept should be specific and detail oriented, this does not mean that you will include any type of branding, packaging, or advertising.

BUSINESS AND MARKETING STRATEGY DEVELOPMENT

- The main components of building a business strategy include making decisions about marketing, branding, advertising, and other components of the marketing mix. During this stage, you will also want to identify and analyze your competition, the costs involved in development, as well as pricing strategies and anticipated profits, including your breakeven point

DEVELOPING A MARKETING STRATEGY

- A successful marketing strategy differs from a marketing plan in that the strategy outlines the goals and direction for marketing whereas the plan identifies the specific actions that will be taken in order to reach those goals

PRODUCT DEVELOPMENT

- Product development is an exciting stage. The groundwork has been laid, the research completed (but still ongoing), and you are ready to both develop and test a tangible product with your targeted customers to ascertain their reaction to your ideas.

TEST MARKETING, VALIDATE

- Here, the design features of the product become critical. Using market research, surveys, and questionnaire results from customers, the organization can then create a prototype (or multiple prototypes depending on costs involved and capital available) that has the features customers have identified.

COMMERCIALIZATION

•It's hard to continue without a strong congratulatory sentiment at this stage – many, many new products never make it to commercialization. Those that do have undergone extensive testing, planning, and likely an instrumental amount of work from individuals throughout the organization. This is the final stage in the process where the new product will be launched, full scale, to the market.

THANK YOU

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