





Design Jordan

- **Industrial/Product Design Company**

- **Scope of Services**

Research – Concept Generation – Engineering – Implementation

- **In the areas of:**

- **Industrial Design**
- **Product Design**
- **Packaging Design**
- **Exhibition Design**

- **Established by its 7 Shareholders:**

- **Nuqul Group**
- **Sayegh Group**
- **Eng. Omar Abu Wishah (Petra Engineering)**
- **Arch. Meisa Batayneh**
- **Maani Group**
- **King Abdullah Design and Development Bureau (KADDB)**
- **Sabeel. Co**



The New Product Development Process

Product:

Anything that can be offered by an organisation to a market that satisfies a want or need of a customer. A product can be a physical object, service.

Philip Kotler





When was the last time?

Your organisation:

- Introduced a new product?
- Upgraded a current product or product line?



Why would you, when...

- Researchers claims almost 1 out of 10 of new products fail in the market?
- New consumer packaged goods (mostly line extensions) fail at a rate of up to 80%
- Your current product is still selling just fine
- It will be too costly, too risky, and it will take too much time!



There are three main reasons why you would introduce new products

First, lets see why.....



■ Because I would rather buy...



This



■ Because I would rather buy...



This



■ Because I would rather buy...



This



■ Because I would rather buy...



This



■ Because I would rather buy...



This



■ Because I would rather buy...



This





Back to the three reasons..

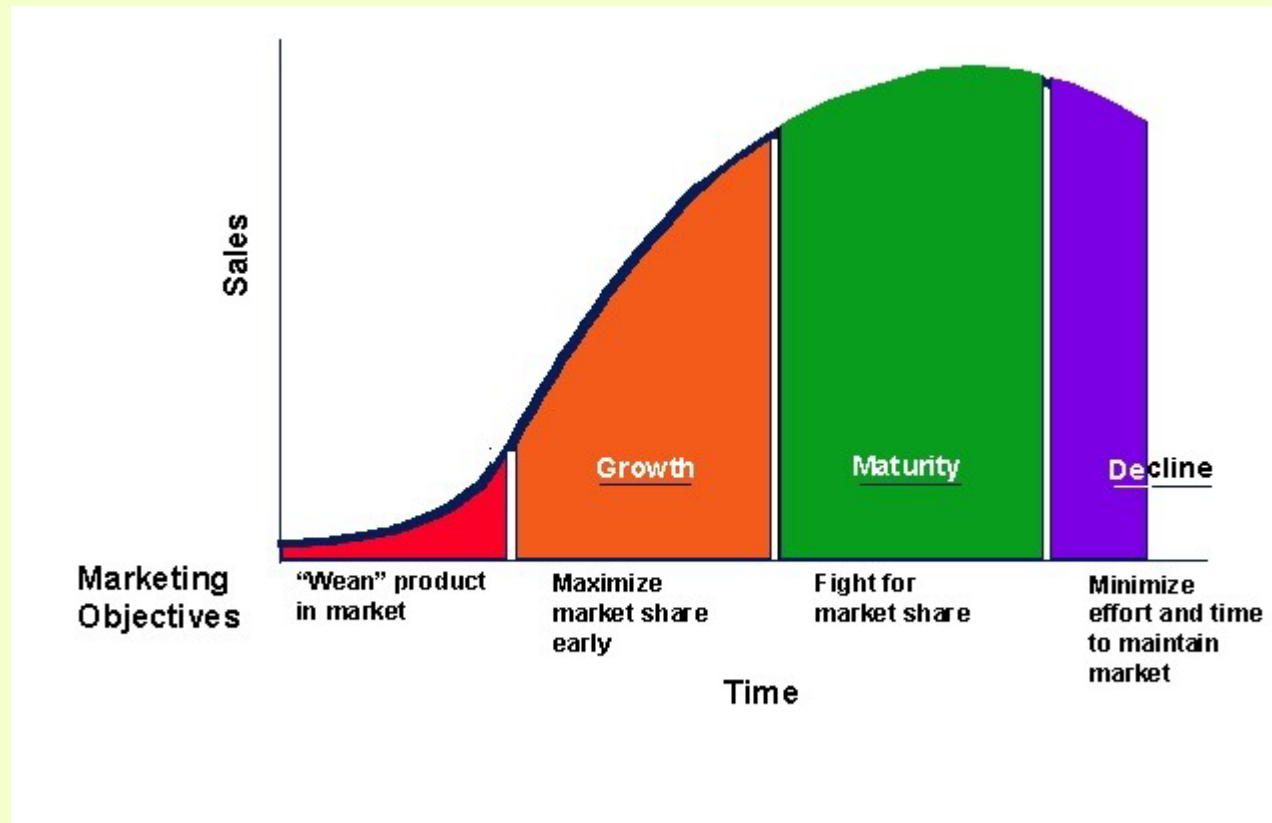
- Introducing new products/ upgrading products gives you:
 1. A competitive edge
 2. An opportunity to expand
 3. A method of differentiating yourself

There are more reasons...

4. To increase profitability and growth
5. Because all products have a life cycle



Product life cycle



Ref. <http://highered.mcgraw-hill.com/sites/dl/free/0072415444/22502/05003.jpg>



Why do products fail?

- Products fail do to many reasons:
 - Poor design
 - Marginal improvement over existing products
 - High costs of development
 - Lack of alignment with technologies and processes
 - Absence of appropriate distribution channels
 - Promotion efforts
 - Selling practices
 - High pricing
 - Over-estimation of market size
 - Stronger competitors



Success

- Success depends on product attributes
 - New features
 - Higher quality
 - And value in use

The method of identifying the correct attributes and providing a product that customers want is a process....





Success

“ A new product process is critical to success...the keyword is process - not markets, not competition, not technologies – but process.”

Cooper & Kleinschmidt (Journal of product Innovation Management, Vol.3, no.2, pp.71-85, 1986)



What is the New Product Development NPD Process?

It is the process used by organisations for new product development.

■ New product Strategy

■ Idea Generation

■ Idea Screening

■ Business Analysis

■ Development

■ Test Marketing

■ Commercialization



New Product



■ Symptoms of Bad or No process

- Little differentiation – uncompetitive me too products
- Product line cover basic segments
- Product manufacturing cost is too high
- Investment in the wrong products/technologies
- Late timing for product introduction



Challenges

- Correct implementation of the NPD process is a strategic decision
- A long term view
- It must be multi departmental, it must be understood and accepted
- Availability of consultants
- Availability of market data
- Understanding of each step of the process and availability of knowledge tools.



Thank you for
your attention

