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Best wishes

## 1. Introduction

We live in a world where product life cycles are becoming ever shorter, global competition is increasing on a global basis, and customers demand more and more of the products they require buy. Thus, for firms and industries level this means that make them it is now more and more important to be able to develop new products and develop the necessary new technologies as an integral part of their production strategies at the same time for producing those new products. Nevertheless, such proactive new products developments enable organizations to maintain competitive and healthy product portfolios, as well as contributing to their long-term sustainable long-term competitive advantage (Bruce and Cooper, 2000:5).

However, any area of new product management strategy must have been focused on customer requirements and expectations, take account of the competitive pressure in the market stemming from the pace of new product introduction, of new product and allow for the higher increased capital requirements for of the newer technologies involved in developing a new product (Zhang, 1998; Alexandre, Furrer and Sudharshan et al., 2003:48-63). Hence for these reasons, developing a new product is not an easy task.

To be successful in launching a new product into the market, it requires a successful new product development (NPD). The purpose of this paper will present is to examine the introduction of a new product following by means of a practical NPD process, then to compare the process with traditional NPD

theory, and finally, to ~~do~~ undertake a process analysis.

## 2. A Practical NPD process

### 2.1 Idea generation

~~As p~~People today have more leisure time ~~to relax~~ and like to relax by enjoying a hot drink~~ing~~, such as coffee, tea or ~~some others~~ beverage. ~~Thus~~, Numbers of coffee shops have increased rapidly as a consequence. ~~People~~ Consumers who choose a ~~may have time to dine in or take~~ away hot drink, ~~in view of take away, consumers~~ may be forced to use polystyrene cups. For these consumers, this raises a particular ~~Along with more and more people are~~ concerned about ~~with~~ environmental issues, ~~and their health with what they have used~~ since the disposal of polystyrene products ~~have become~~ may add to the pollution ~~to~~ of the environment~~;~~. There is also an additional concern relating to their health, for it is known that ~~and~~ when ~~it~~ the liquid in the cup reaches a certain temperature ~~liquid, it will occur~~ poisonous traces may be introduced into the drink ~~to harm customers' health generally~~. As a result, ~~Thus~~, some organisations ~~incorporate~~ have approached the problem with a broad range of activities, including product modification, changes to the production process, and packaging changes. The idea ~~of~~ for a new product ~~concept~~ that has emerged is to provide customers with a ~~using a cup~~ that may be used to boil water (around 250- to 300 c.c~~;~~) within 10 minutes. After the water has boiled, they then put in instant coffee powder, ~~or~~ a tea bag, or whatever is needed to make their