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1. Introduction

In a world where product life cycles become ever shorter, competition increases on a global basis, and customers demand more and more of the products they require, thus, firms and industries level make them more and more important to be able to develop new products and develop the necessary new technologies at the same time for producing those new products. Nevertheless, new products enable organizations to maintain competitive and healthy product portfolios as well as contribute to long term sustainable competitive advantage (Bruce and Cooper, 2000: 5).

However, any area of new product management has been focused on customer requirements and expectations, the competitive pressure in the market from the pace of introduction of new product and the higher capital requirements for the newer technologies to develop a new product (Zhang, 1998; Alexandre, Furrer and Sudharshan, 2003: 48-63). Hence, developing a new product is not an easy task.

To be successful in launching new product into the market, it requires a successful product development. The purpose of this paper will present a new product following practical NPD process, then comparing with traditional NPD theory and do process analysis.

2. Practical NPD process

2.1 Idea generation

As people have more leisure time to relax and like to enjoy hot drinking, such as coffee, tea or others. Thus, coffee shops have increased rapidly. People may have time to dine in or take away, in view of take-away, consumers may be forced to use polystyrene cups. Along with more and more people are concerned with environmental issues and their health with what they have used since polystyrene products have become pollution to the environment, and when it reaches certain temperature liquid, it will occur poisonous to harm customers' health generally. Thus, some organisations incorporate a broad range of activities, including product modification, changes to the production process, packaging changes. The idea of new product concept is using a cup to boil water (around 250-300 c.c.) within 10 minutes. After water boiled, then put instant coffee powder or tea bag or others. It is more like take-away drink and consumers may make hot drink by themselves. With this product, it can be designed three concepts.

2.2 Mission statement

The purpose of this product is trying to diminish polystyrene cups use to protect our environment and consumers' health from the products which are made from polystyrene. However, not everyone concerns about these situations, then it needs to be identified the target market for the product. People who care environment and health, or worry about tap water, bottled water may become its target market.