

New Product Introduction

Course Number: AX084-048

Days: Self Study

Description: Today many companies devote enormous effort to the introduction of their new products. The solid information and supporting techniques in this book will help you cut R&D costs, reduce product development lead times, and provide more vital management information. It also includes a review of ROA and ROI and how you can improve these very significant numbers.

Topic-Level Outline

 **CRISP** series

Module 1: Forcing Improvements in New Product Introduction

- What Is a New Product Introduction Process?
- The Benefits of a New Product Introduction Process
- Today's Top Eight Business Challenges

Module 2: The Key Business Documents

- The Key Business Documents
- The Business Plan
- The Market Requirements Document
- The Engineering Requirements Specification
- The Pro Forma Profit and Loss Statement
- The Project Plan

Module 3: Changing the Organizational Structures

- The Emerging Information Organization
- The Selection of Team Members
- The Basics of Project Management

Module 4: The Major Phases of the New Product Introduction Process

- The New Product Introduction Process
- The Concept Phase
- The Investigation Phase
- The Design (R&D) Phase
- The Manufacturability Phase
- The Introduction Phase
- The Product Transition and Postmortem Phase

Course Outline

Module 5: Conclusion Breakthrough Thinking

Embracing Change

Creating Change

Breakthrough Thinking
