

# NPD: New Product Development

(2 Day Proficiency Improvement Programme)

Save the dates

21-22  
Aug 2017



## PIP Overview:

If you are looking forward to strengthen product developers with tools to innovate new ideas, screen product concepts and manage development process to improve probability of success in New product launch, **NPD (New Product Development)** is here to help !

**NPD** is a series of steps that includes conceptualization, design, development and marketing of newly created or newly rebranded goods or services. The objective of product development is to cultivate, maintain and increase a company's market share by satisfying a consumer demand. **NPD helps** to cultivate, maintain and increase a company's market share by **satisfying a consumer demand**.

This course will cover the development process from idea generation to formulation to consumer research and scale up issues. This course offers the opportunity for delegates to work in groups to generate their own product ideas as well as get hands on experience of developing and costing a product as well as calculating the nutritional composition & potential nutritional claims. Key topics include Linkage for Business & NPD, Company success by using Product excellence approach and the concepts for NPD, Building Quality in NPD, Segmentation, Product positioning & development of Concepts, Product Planning with stakeholders, Benchmarking Process, making customer driven new Developments, Global Trends on NPD, Key reasons for NPD failures, Concept of Continuous Improvement for NPD. **Also some Case study will be discussed. Speakers carries a huge experience in area of NPD in India.**

Registration fees per person (incl. 15% Service Tax)

**Rs. 30,000 + 4,500 (Tax) = Rs. 34,450**

## Contact Information:

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**21-22 Aug 2017**  
 At ARAI,  
 FID- Chakan, Pune

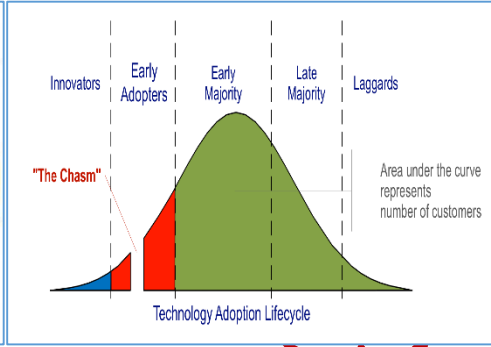
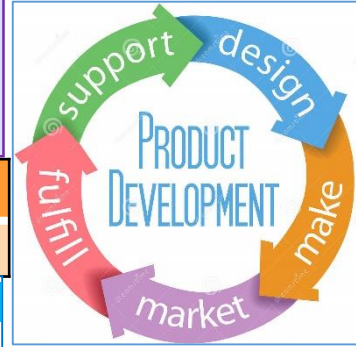
## What's in it for you?

- Linkage for Business & NPD, Company success
- Concepts for NPD & building a quality
- Product positioning
- Customer driven new developments (VoC)
- Global Trends on NPD,
- Examples & Case studies

Learn from  
Industry  
Experts!

## Who can attend?

- Company CEOs, R&D Heads, Technology Heads and Members from Business strategy / Product planning groups
- Individual working Professionals / Academicians from Institutions.
- Cross Functional Teams consisting of Engineers from Planning, Industrial Engineering, Development, Logistics, Quality Assurance, Design, Product Development, R&D, Inspection, Testing & CAE departments.
- Small & Medium Entrepreneurs, Scientists from Research Institutions / Laboratories



**Why wait?  
Register Soon!**