

technology/ disruption = technology replacement

cradle to grave life cycle

product life cycle is a series of both sequential and concurrent activities

elements in 2 areas: (1) development and approval (2) commercial process

identifying needs = screening process

product planning function = multi-skilled project team

key activities:

product planning

total, available, target

feasibility study

market analysis

preliminary project schedule

research function

applied research

product design = critical importance of customer involvement

cost to produce

project justification and approval

production

product evaluation

product use and support

substitution or obsolescence

ALL Product Lifecycles and Risks are NOT created equal

ultimate focus - the customer