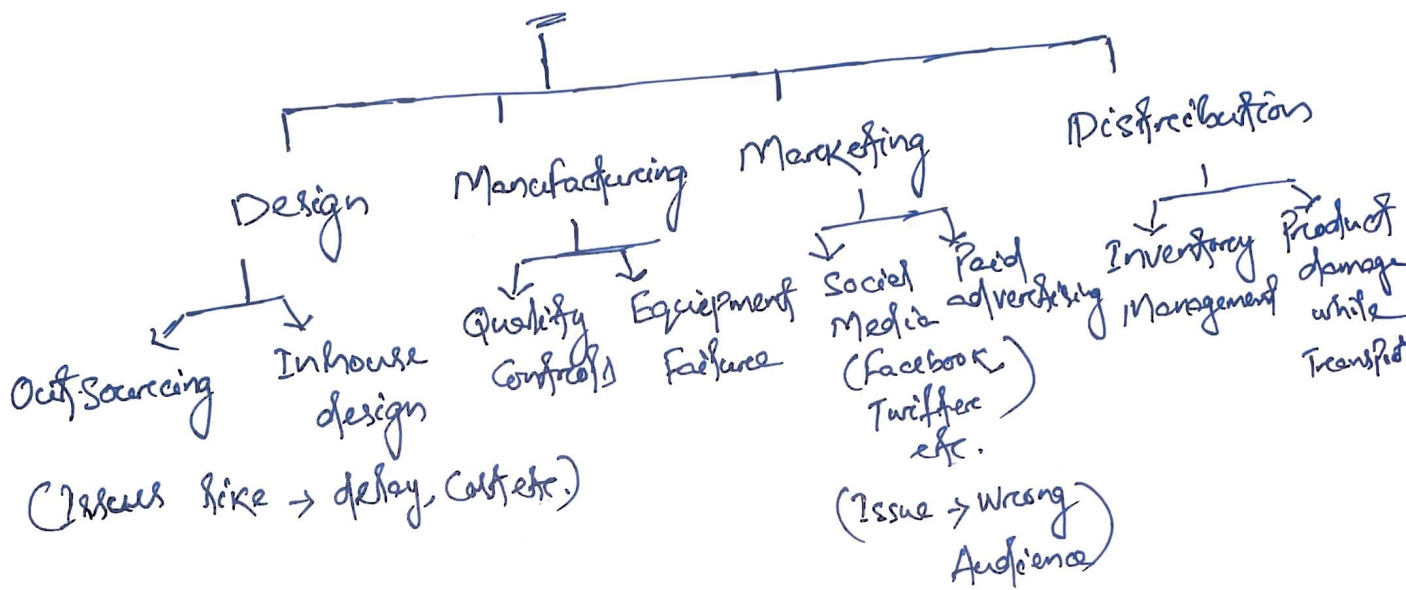# MANOJ KUMAR MAHARANA
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PDPC diagrams help to identify potential problem and help to make better decisions.

Example :→
Successfully launching a new Product.

```
                              |
      ┌───────────────┬───────────────┬───────────────┐
   Design        Manufacturing    Marketing      Distribution
      |               |               |               |
  ┌───┴───┐       ┌───┴───┐      ┌────┴────┐     ┌─────┴─────┐
Out Sourcing  Inhouse   Quality Equipment Social  Paid  Inventory Product
              design    Controls Failure  Media  advertising Management damage
                                         (Facebook                    while
(Issues like → delay, Cost etc.)          Twitter                   Transpot
                                          etc.
                                        (Issue → Wrong
                                         Audience)
```

Here PDPC helps to breaks down Product launch to different categories and sub categories, I think that will help to find out Potential Problems as well as decision making. In the above example which one I draw, If we identified with quality control during manufacturing time, then we can plan an Contingency plan to address the issue in a proper manner. So, at last I will say for a successful product launch, to improve the chance, and better decision making PDPC charts definitely help us.