Problem statement : 09

Employee ID :- 2579634

Name : Mayur Reddy V

Draw a flowchart for Product Development

Start
Brain stroming
process.

↓

Trends and
Market Research.

↓

Evaluation/
Idea Screening.

rejected. ←

continue
Brain stroming
Ideas.

Passed →

Idea
prototyping

↓

Idea
testing   poor response

good
response.

↓

Marketing Strategy development

↓

Product development

↓

Test Marketing

↓

Launch / communication.