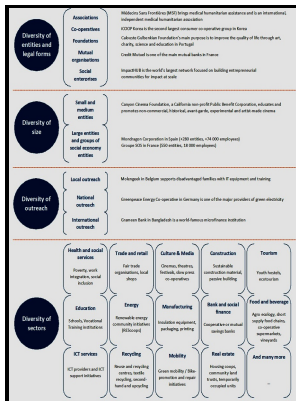


New-product policy for corporate survival and growth - a review of the concepts of corporate planning, product planning, and new-product policy and their role in planning for corporate survival and growth.

The author - 8 Step Process Perfects New Product Development



Description: -

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Impact of Strategic Planning on Organizational Performance

In spite of the fact that Crown Cork had captured 50 % of the huge motor oil can business when it introduced the first aluminum one-quart oil can in 1958, its management decided not to continue to compete aggressively in this market.

New Product Development Process: Steps, Procedure and Stages

But what of the large corporation in which organizational differentiation necessarily has created both specialized responsibility and a widening gulf between top functional logistics management? A specific benefit of some Product Planning instruments stands in the capability to individuate latent needs 5.

8 Step Process Perfects New Product Development

The product development stages outlined in the model are examined in some detail below. The role of Chief Executive in this regard is supreme.

Key Options in Market Selection and Product Planning

Sales estimates — Management has to estimate the amount of expected sales. The firm can sell more of its products in the existing market by adopting a more aggressive marketing strategy.

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