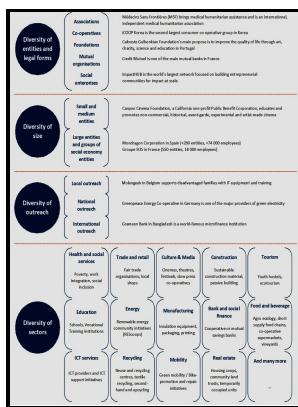


# New-product policy for corporate survival and growth - a review of the concepts of corporate planning, product planning, and new-product policy and their role in planning for corporate survival and growth.

## 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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