



Managing
New Product Development



Innovation Management

INTRO TO ASSESSMENT B



background

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- You are NPD and Innovations Manager of a Welshpool -based SME which currently specialises in the manufacture of electronic breathalyser systems

(Consider the website of Lion Laboratories as an example company of this type ONLY)



A new product
development project

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In light of the recent Coronavirus pandemic, the Company see great potential in developing a product that can meet both clinical and personal requirements for such virus detection and are therefore anxious to bring the new product to market as soon as possible.



Task One

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The Brief will require and therefore be preceded by a synopsis of the device – and its potential as a new product development.



Task Two

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The development of an NPD control document –The Product Design Brief

- As the NPD and Innovation Manager you're required to produce a Product Design Brief that will provide a touch point for all the company's managers; design & engineering, manufacture, finance, marketing, logistics etc.

Tasks

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Examples of the elements to be considered may well be, but not exclusively;

aesthetics	installation	performance	safety
branding	intellectual property	politics	size
company constraints	legal	processes	shelf life and storage
competition	life in service	prototyping	shipping
customer	materials	product cost	social & cultural
circular economy	manufacturing facilities	product life span	standards & specifications
documentation	market constraints	quality	testing
environment	maintenance & repair	quantity	time scale
ergonomics	packaging	reliability	weight

The development of an NPD control document –The Product Design Brief

- As the NPD and Innovation Manager you're required to produce a Product Design Brief that will provide a touch point for all the company's managers; design & engineering, manufacture, finance, marketing logistics etc.
- The brief will focus on the what needs to be considered to bring the product into existence - and will used to inform the various managers within the company of the elements of the Product Design Brief that will need to be appreciated and deliberated.
- The projected manufacturing volumes in the first year is likely to be no more than 750,000, potentially 3million per annum afterwards. **(this bullet point is back ground info')**



Tasks

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Word count: 4,500 words

Hand in date: noon 13th September 2023