

Idea and Concepts Generation, New Product Launch, Small Flying Machine

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Abstracts

The idea generation is a modern technique of establishing the various concepts and types of ideas for a particular product so that to select the best concept from the generated concepts according to the resources of the corporations, response of the customers and the decision of the top management of the company. The concept generated technique used for the flying machine is the symbiotic idea generation process that is utilized for creating different ideas and concepts by focusing on the different factors and indicators and then selects the best idea by narrowing down the concepts through comparison with the resources and other factors. It will be utilized to generate different concepts on the basis of feature of product, target markets and nature of customers. Cont... (600 words of this report)

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