

# **New Business Launch Project, "Dreams come true" Event Management Company**

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## **Abstracts**

Dreams come true is a company that involves in designing and arranging occasions and events especially weddings. In this final report we will concentrate on the major levels of the product development where we will decide as how our company will be launch in the market. In this phase we will focus on the steps in alignment with the strategic, operational and tactical levels of management. The selected stages of the new product development as identified in the previous deliverable include the feasibility analysis, product and process specifications, prototype development, design review, market testing, product launch and the feedback stage. All these stages of the new product development will lead to the launch of the "Dreams come true" in the market with the successful implementation of all the stages in alignment with the strategic, operational and tactical levels of the operations management. In this report we will include all these steps and finally we will discuss the lesson learned from the overall project of operations management. Cont... (2000 words of this report)

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