

New Product Design Stages, Product Mix wash

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Abstracts

Mix wash is a portable car washing machine that is a new and innovative product and this is a form of the unique idea in the Kuwaiti markets. The product based on the principles of cheap energy and low labor cost. In this report we will focus on the discussion of the new product design phases. New product is the proper procedure of bringing any new product, idea or concept in the market. It constitute of the various phases and the stages. The current report will concentrate on the SWOT analysis with special reference to the Mix Wash, design methodologies of the product and the discussion relevant to the cheap energy and low labor cost. (Continued...) wordcount of report: 1000 words

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