

New Product Development, Flying Ambulance

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Abstracts

In this modern era, there is a need of the modification of the products as well as the development of the new products on the regular basis by the corporations around the world so that to remain competitive in the market. New product development is basically a procedure that includes total eight different stages of introducing a new product in the market. New product can be a new idea, concept, creativity etc depending on the need of the customers, trends in the markets, fashion or to respond to the external environmental factors (Searchsio, 2012). Creativity is the main element of the success in the advanced business world as the technology changes on continuous basis and the technology make the life of the people very convenient so the companies have to show the creativity by making the best usage of the technology available. We are also focus on the creativity to make the best usage of the technology available and select the small flying machine with the purpose of rescuing the patients at different places in the Kuwait. In this report we will identify the reason of selecting this technology based creative idea and we will also describe as either it is a trend spotter idea or problem based identification. In the second part of the report we will include the product innovation charter regarding the flying machine so that to assist the team involved in the whole project of the flying machine and it will include the aims, opportunities and the threats in relevance to the flying machine. Cont... (1000 words of this report)

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