

New Product Development, Mobile Phone

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Abstracts

We choose the Mobile Phone on the principles of innovation and creativity for the customers in the Kuwait. The mobile phone developed along with the addition of the mobile covert that can be turned into a project screen to view the media on the screen is the good that shall give the user the mobile phone and in this way it provide dual functions. The cover is detachable and acts as a part of the mobile phone. It saves the time and efforts of the people in the Kuwait. In this final deliverable we will focus on identifying the different stages of launching the Mobile Phone in the Kuwaiti markets. Cont... (2000 words of this report)

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