

New, Product Development Project, Kitchen Water Filter

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Abstracts

The increasing pollution especially the water pollution has change the requirement of the people and now the people want the solution of this problem. So, in this scenario our management designs this product with the name "Kitchen Water Filter" to solve the problem and to provide the pure mineral water to the people in Kuwait. The major objective of the final report is to focus on the different sections and levels of launching the Kitchen Water Filter in Kuwaiti markets in an efficient way as to get high customer's base and market share in the industry. The report will be divided into different sections where each section will present the different level of the new product development for the Kitchen Water Filter and at the end of the report we will include the section where we will share our own experience on the basis of our learning from the whole project as how the project influence our mind, learning ability, professional knowledge etc. The whole project focuses on the involvement of the all layers of management in the whole project at operational, strategic and tactical level. Cont... (2000 words of this report)



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