

New Product Development Project, Toothpaste Squeezers

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Abstracts

With the change in time the needs of the people are also changed. Now people just not want the products according to their needs and requirements as now in the current time the people desire to have appealing products that can provide them convenience of use and add appeal to their home. In the analysis of such demands and requirements of the customers in Kuwait we are going to launch Toothpaste Squeezers in the Kuwaiti markets with the goal of providing convenience of use and appealing look that will add more to the beauty of the houses of the customers. The goal of the final report is to focus on all of the relevant stages and phases of the new products development that will include various sections started from feasibility report development to the new product development. All these stages will be managed properly by maintaining the link among all levels of the management at tactical, operational and strategic level in that our senior, middle and lower level of management will be involved. Cont... (2000 words of this report)

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