

New Product Development, Quick Makeup Mask, OM decisions

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Abstracts

Quick Makeup Mask is a new and innovative beauty product that is especially designed for the ladies in the Kuwait for providing them quick beauty services in few minutes and gets the beautiful and glowing skin with natural ingredients. The basic aim behind the Quick Makeup Mask is to provide the opportunity to the ladies in the Kuwait to get the instant beautiful look in just 25 minutes and save time, energy and cost that they waste in the parlors. Another goal of the Quick Makeup Mask is to provide the natural mask for the makeup without any type of the chemicals. In the previous deliverables we have discuss the product designs, product specifications and other aspects of the Quick Makeup Mask. In this report we will discuss the product development of the Quick Makeup Mask that will be described in various sections. The first section of this report will include the project responsibility matrix that will elaborate the role and responsibility of the group members in tabular form. In the second part of the report we will elaborate the process specifications that will be included in the production of the Quick Makeup Mask so that to specify the different process that will be collectively results in the production and development of the Quick Makeup Mask. In the third step of the report we will develop a prototype of the Quick Makeup Mask for the purpose of testing. In the fourth section of the report we will evaluate the product from different perspective so that to make sure that the product is free from any type of the error and is fit in the Kuwaiti environment for the ladies of the Arab. In the fifth section of the report we will evaluate the market potential of the Quick Makeup Mask before we go for the commercialization and the launching of the product in the market so that to inspect as either the product have the potential to generate positive cash flows and the earnings for our company. In the sixth section of the report we will finally move to the launch of the product and for the full commercialization and the launching of the product will be truly tie with the results of the market testing and product review. In the seventh section of the report we will discuss the lessons that we will learn from the whole process of the

product development of the Quick Makeup Mask and will share our experience and in the final section of the report we will conclude our opinion. These eight sections of the report will be introduced and elaborate in this way step by step. Cont... (2500 words of this report)

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