

New Product Launch Project, Solar energy system

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Abstracts

New product development is the process of different stages of introducing a product in the market (John Robinson, 2013). In the current scenario, the modern business world is aligned with the regular and continuous technological changes and business institutes compete with one another in the race of the technology. Technology changes frequently and this needs to make the company continually altered their response to the changes in the technological environment and this thing make necessary for the companies to introduce new products in the markets on regular basis to remain competitive. In this scenario, our company selects the solar energy system to introduce in the market of the Kuwait. Solar energy system is selected as the new product development by our company for various reasons. Solar energy system uses the solar energy and converts it into chemical, mechanical and electrical energy that can be used for different purposes (Mac Elsa, 2012). In this report we will divide this report into two major parts. In the first part we will identify the trend of the solar energy in the Kuwait that will identify the reason of choosing this new product by the company and the second part of the report will identify the product innovation charter in detail. Cont... (1000 words of this report)

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