A STUDY ON THE NEW PRODUCT DEVELOPMENT MANAGEMENT PROCESS AND COMPETITIVE BENCHMARKING WITH SPECIAL REFERENCE TO CATERPILLAR 40/50T OFF-HIGHWAY TRUCKS MANUFACTURED IN INDIA

A THESIS

Submitted by

SARAVANAN G

in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY

FACULTY OF MANAGEMENT SCIENCES
ANNA UNIVERSITY
CHENNAI 600 025

JUNE 2015