Annexure 7: Phases and Activities of a Typical New Product Development Project

I. Different Phases of Project

A) New Product Screening Phase

B) Preliminary Investigation Phase

C) Development Phase

D) Pilot Production Phase

E) Commercialization Phase

F) Post Commercialization Review

II. Different Activities of Commercialization Phase

61) Confirm product specification; 62) Develop manufacturing process requirements; 63) Procure and install new equipment; 64) Procure/produce tooling; 65) Confirm manufacturing capabilities; 66) Develop and review production plan; 67) Start production of commercial product quantities; 68) Monitor customer acceptance testing; 69) Perform internal product testing; 70) Review production performance results; 71) Identify long term production requirements; 72) Recalculate product economics