Understanding The NPD Process

Objectives:
- To develop knowledge and understanding of New Product Development (NPD) process in the food industry.
- To develop knowledge of the relationship between NPD and classroom practice.
- To develop understanding of practices within the food industry and their link to the Technology Curriculum.

Stage 1: DEFINE
- Opportunity identification
- Gather information
- Outline project goals

Stage 2: EXPLORE
- Market research
- Consumer research
- Technical research
- Idea generation

Stage 3: CONCEPT DESIGN
- Experimental design
- Development of product idea concept
- Further consumer research and analysis
- Final product concept design specifications

Stage 4: PROTOTYPE DESIGN
- Further testing
- Sensory
- Final design specifications
- Final recommendations

Initial Brief: to develop a vegetable flavour yoghurt base that has the potential to be marketed by EasiYo Products Ltd.

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www.rsnz.org.nz

www.easiyo.com

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Sandy Goonan

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