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great 2) Product is established and
promotion expenditures are less 3) Little
growth potential for the product 4)
Penetration pricing, and lower profit
margins 5) The major focus is towards

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extending the life cycle and maintaining market share 6) Converting customers product to your own is a major challenge in maturity stage

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3-7 New Product Design ProcessNew

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Product Design Process (Figure 3.2) (Figure 3.2) Pilot production/testing Final process design Preliminary process design Concept development Product design 8. 3-8 New Product Design Process New Product Design Process • To be ISO 9000 certified, an organization must define and follow a new product design process.

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techniques aimed at bringing together the
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functions of the enterprise it treats issues
such as identifying customer needs

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