

# Introduction to Stage-Gate Process

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PDMA-India, An Indian Affiliate of PDMA, USA



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Weekly webinar series focuses on NPD concepts, tools and techniques.

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## About Fhyzics

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Fhyzics specialises in BA, SCM and NPD Consulting and Certifications.



Fhyzics, an REP of PDMA, USA offering

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## What is an NPD Process?

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“Provides an approach, which is commonly understood and accepted by the whole organisation for successfully developing new products or making improvements to existing products.”

PDMA, USA





## What is an NPD Process?

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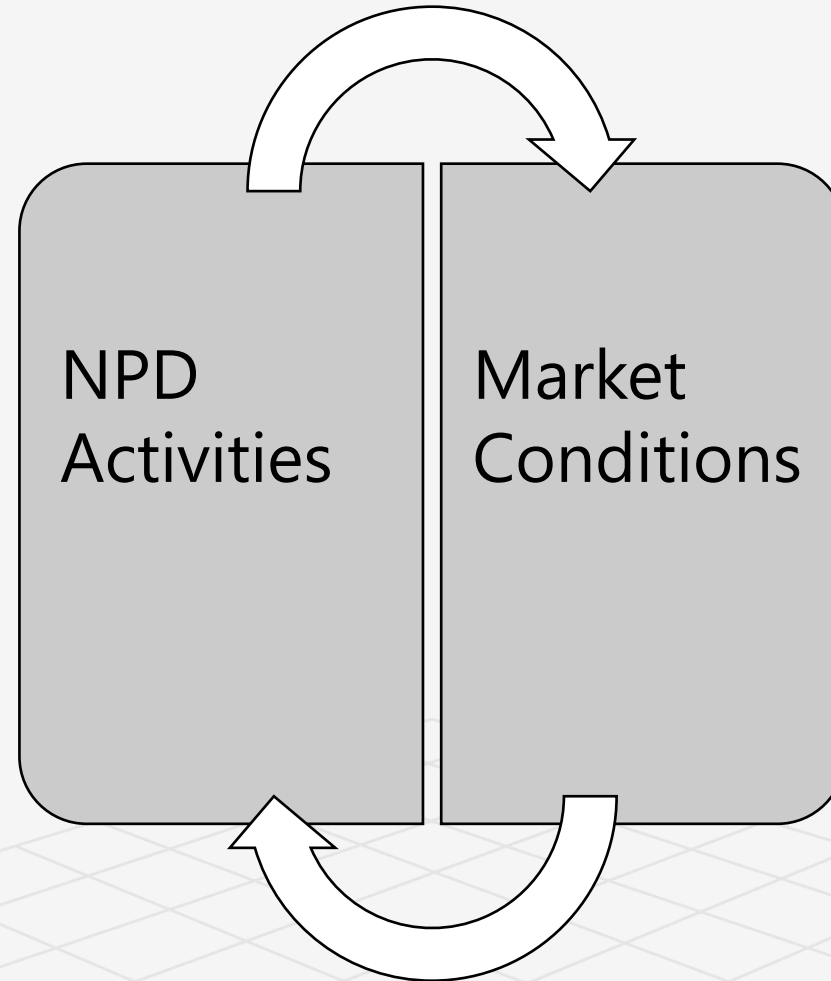
“NPD Process is a systematic path to take an organisation’s NPD efforts from ideation to launch. It is a tool to verify and validate the **NPD Activities** with that of the **FMTG Criteria** to enhance the success rate of new products.”





# What is an NPD Process?

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# Seven Goals of a NPD Process

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#1-Quality of Execution

#2-Sharper Focus, Better Prioritization

#3-Fast-Paced Parallel Processing

#4-A True Cross-Functional Team Approach

#5-A Strong Market Orientation with Voice of the Customer Built In

#6-Better Homework Up-Front

#7-Products with Competitive Advantage

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The best companies had success rates of 82 percent.

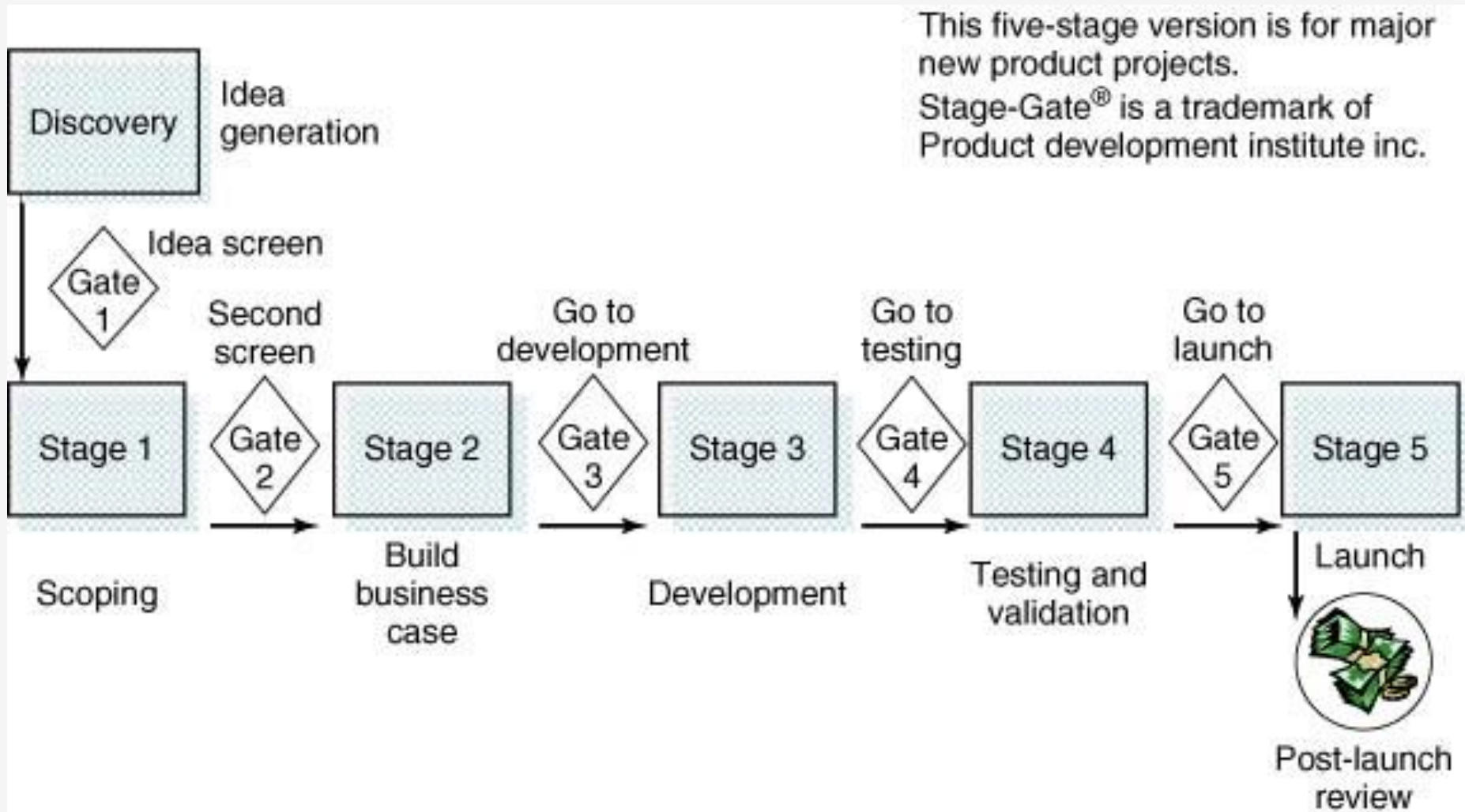
The rest of the companies had success rate of 59 percent.







# Stage-Gate Process





**Discovery:** Pre-work designed to discover and uncover opportunities and generate ideas.

**Scoping:** A quick, preliminary investigation of the project – largely desk research.

**Building the Business Case:** A much more detailed investigation involving primary research – both market and technical – leading to a business case, including product and project definition, project justification and a project plan.





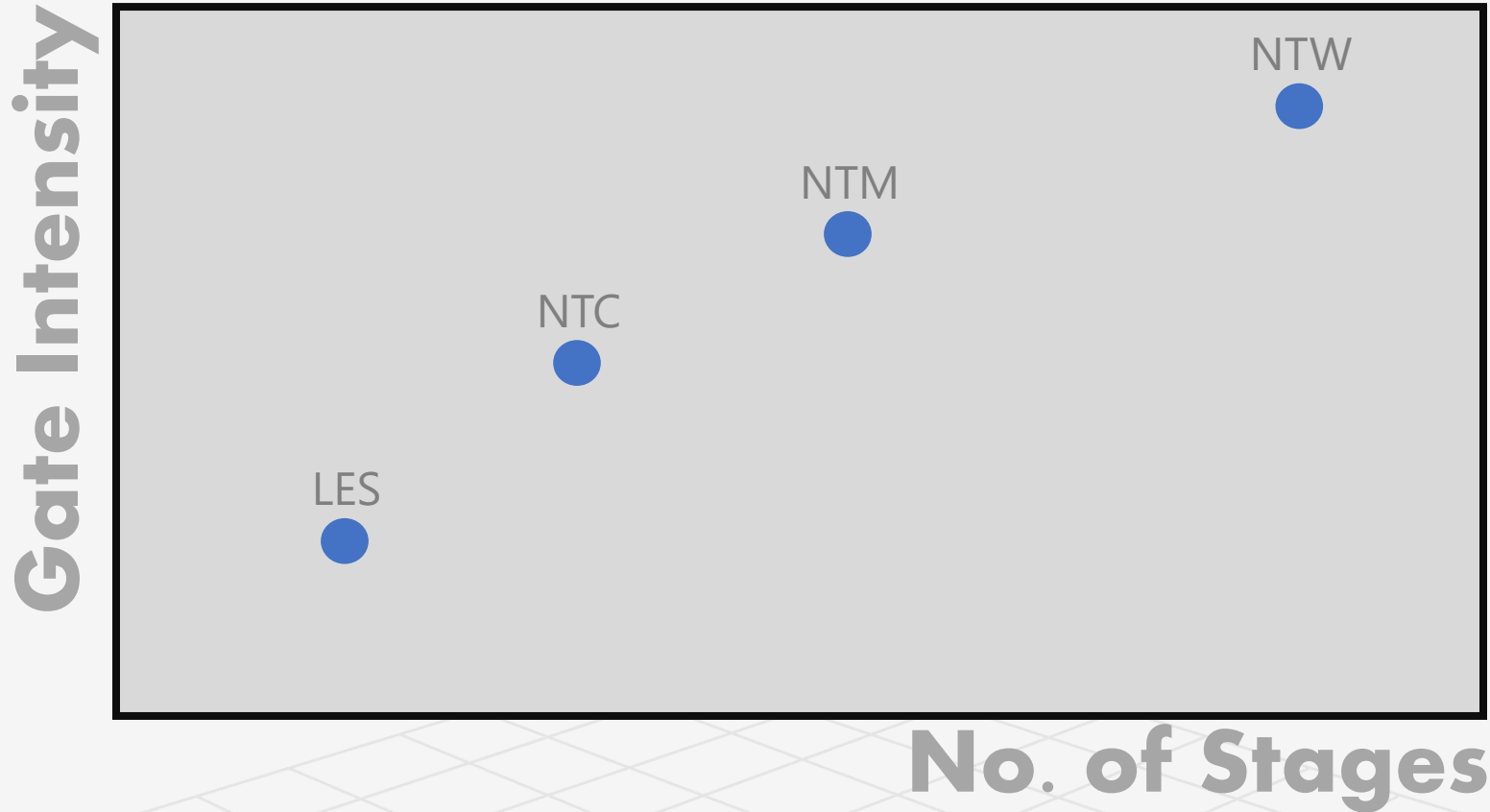
**Development:** The actual detailed design and development of the new product, and the design of the operations or production process.

**Testing and Validation:** Tests or trials in the marketplace, lab, and plant to verify and validate the proposed new product and its marketing and production/operations.

**Launch:** Commercialization – beginning of full operations or production, marketing and selling.



# Dimension #1





# FMTG



# Gate - Output

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## Gate – Output Decision Spectrum





**Harvard  
Business  
Publishing**  
Education



## Mastering NPD Strategy

**ONLINE COURSE  
ON SUNDAY,  
MAY 24, 2020**

**10 - 12 PM &  
2 - 4 PM**

~~**RS. 4500**~~  
**RS. 3500**  
**+ GST**

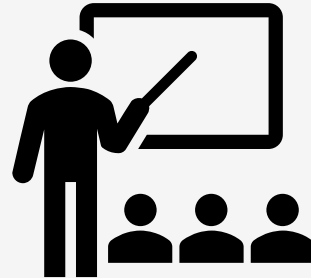
Case Study  
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**Harvard  
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## Mastering Stage-Gate™ Process

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