



Talk on Application of Project Management in New Product Development (NPD)

by Ms. Prema Sivanathan

Ms. Prema Sivanathan is currently a committee member of the Project Management Technical Division (PMTD).

The above-mentioned talk organised by the Project Management Technical Division (PMTD), was held on 5th January 2019. New product development (NPD) is a series of steps that include the conceptualization, design, development, and marketing of new or rebranded goods or services.

The talk was presented by Dr Abdul Rahman Abdul Rahim who is Associate Professor at the Razak School of Engineering and Advanced Technology, Universiti Teknologi Malaysia (UTM), Kuala Lumpur.

The objective of NPD is to cultivate, maintain and increase a company's market share by satisfying consumer demand. Associate Professor Dr. Abdul Rahman provided an in-depth explanation of various NPD design processes is used in the manufacturing industry to create unique and customised products to meet the needs and requirements of customers.

Dr. Rahman explained the eight major steps which should form part of the NPD process and these are idea generation, idea screening, concept development and testing, marketing strategy development, business analysis, product development, market testing and finally commercialization.

NPD knowledge and practice gives an organization a strategic advantage as it provides a more systematic business expansion philosophy and in turn improves the sustainability of the organization. The practice of project management in NPD is also a great tool for young engineers who wish to venture into entrepreneurship.



Ir. Frankie Chong (right), the former PMTD Chairman suggested that applied project management courses should be incorporated within undergraduate engineering programmes in the future.



Ir. Tan Ban Loong (left) of the Project Management Technical Division (PMTD), presented a token of appreciation to Associate Professor. Dr. Abdul Rahman at the closing of the event.