

New Product Design and Development

Project Management Technical Division

BEM Approved CPD Hour : 2

Ref. No : IEM20/HQ/001/T(w)

Business focus on designing new products and selling these products to customers. The company's goal with creating new products involves two parts. The first part consists of finding a product that customers want to pay for; only products that customers purchase generate revenue for the business. The second part consists of beating competitors to market. The first company to offer a product generates the greatest number of repeat customers. Product development is a series of steps that includes the conceptualization, design, development and marketing of newly created or newly rebranded goods or services. The objective of product development is to cultivate, maintain and increase a company's market share by satisfying consumer demand. Not every product will appeal to every customer or client base, so defining the target market for a product is a critical component that must take place early in the product development process. The process of creating a new product involves nearly every department in the organization.

This talk will cover the importance of NPD and how NPD can make or break a company. A few examples from Apple, Samsung and Tesla will be shared in the talk.

SPEAKER

Dr. Abdul Rahman bin Abdul Rahim

Dr. Abdul Rahman Abdul Rahim is an Associate Professor at UTM Razak School of Engineering and Advanced Technology, UTM Kuala Lumpur. He is also an associate lecturer at Meiji University, Tokyo, Japan. Prior to joining UTM he has worked with two multi-national corporations in the area of manufacturing. He graduated with a B.Sc. in Mechanical Engineering and B.Sc. in Engineering Management from University of Evansville USA in 1988. He obtained his MSc in Manufacturing Systems Engineering from Warwick University in 1991 and his PhD from Universiti Teknologi Malaysia in 2006. He also received a Certificate in Occupational Safety and Health in Manufacturing Industries from Worksafe Western Australia in 1998. At present, he is the coordinator of Safety and Health Officer Course organized by Federation on Malaysia Manufacturers (FMM).

He has conducted training with various multi-national and local companies throughout Malaysia in the area of Operations and Production Management, Occupational Safety and Health, Emergency Response Plan, 5-S and Housekeeping, Project Management, Total Productive Maintenance, Poka Yoke, Quality Improvement, Statistical Process Control, ISO 14000, ISO 9000, HACCP, GMP, Production Planning and Control and Method and Time Study. He is also an invited speaker at Federation of Malaysian Manufacturers (FMM), National Institute of Occupational Safety and Health (NIOSH), Malaysian Institute of Human Resource Management (MIHRM), Incorporated Society of Planters, (ISP), ALAM, International Business School (IBS), Chemical Engineering Pilot Plant (CEPP), Business and Advanced Technology Center (BATC), Institut Pembangunan Pengurusan Johor (IPPJ), Prestariang and Pusat Pembangunan Tenaga Industri Johor (Puspatri). He has also conducted training for Sudan Master Technology (SMT) in Khartoum in 2014. He was also an examiner and interviewer for Safety and Health Officer competency certificate (NIOSH).

Saturday | 20 June 2020 | 2PM - 4PM

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