
corporate-level and project-level factors for new product market success or failure ...

corporate-level factors for new product market success 1/2 ...

- clear, well communicated new product strategy
 - high quality new product development process
 - senior management commitment to new products
 - senior management accountability
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Cooper & Kleinschmidt (1996)

corporate-level factors for new product market success 2/2 ...

- strategic focus, synergy and project prioritization
 - high-quality cross-disciplinary teams
 - entrepreneurial culture and climate for product innovation
 - adequate resources for new product development projects
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Cooper & Kleinschmidt (1996)

project-level factors for new product market success 1/2 ...

- product superiority
 - solid up-front and on-going homework
 - sharp, early and integrated product definition
 - strong consumer/user orientation
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Cooper & Kleinschmidt (1996)

project-level factors for new product market success 2/2 ...

- cross-disciplinary team approach
 - systematic stage-and-gate new product process
 - well planned and resourced launch
 - quality of implementation
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Cooper & Kleinschmidt (1996)

common reasons for new product market failure include ...

- ignoring the needs and tastes of consumers and users
 - failing to conduct studies to determine consumer and user preferences
 - misjudging the number and type of potential customers and users
 - miscalculating the size and nature of the competition
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Source: Marketing Practices Division of the United States Federal Trade Commission

other reasons for new product market failure include 1/2 ...

- ineffective launch
 - inadequate support from channel
 - poor match with company capabilities or competencies
 - organizational problems
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Source: Urban and Star (1991)

other reasons for new product market failure include 2/2 ...

- insufficient profitability (risk/return)
 - poor 'positioning'
 - little benefit relative to competition
 - changes in the environment ... other reasons!
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Source: Urban and Star (1991)