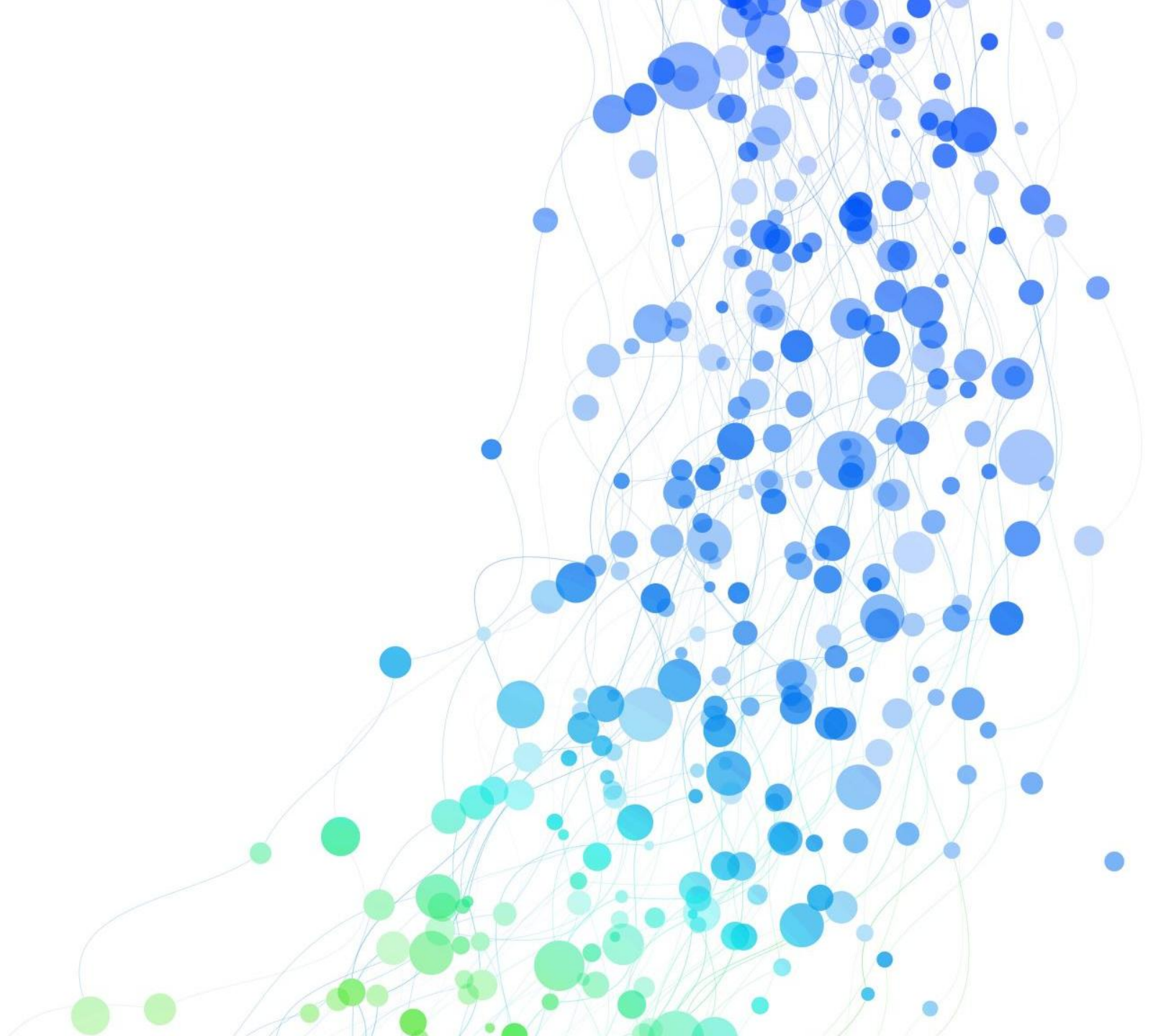
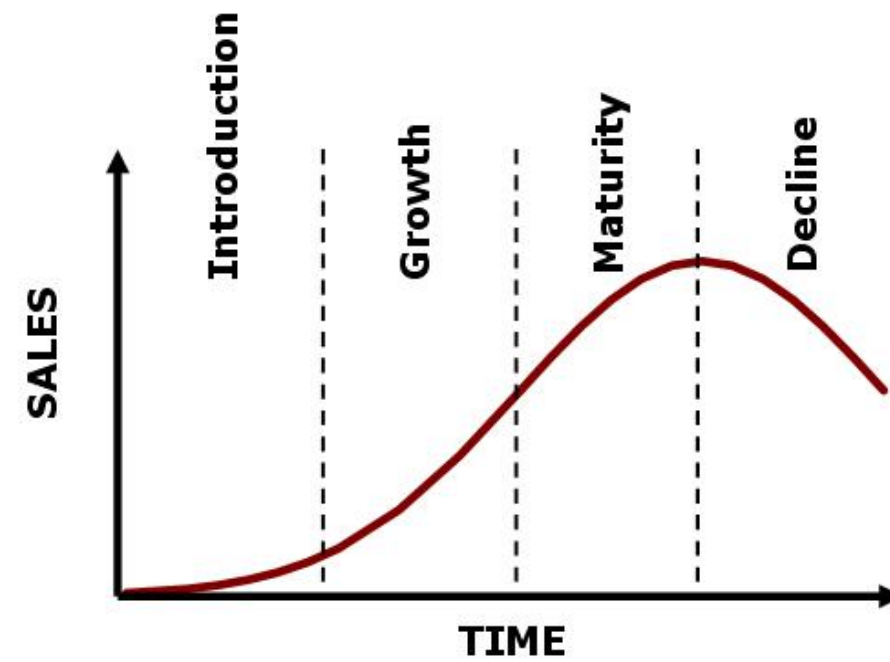


NEW PRODUCT DEVELOPMENT

PRESENTED BY DR. JESSICA
FERNANDES.



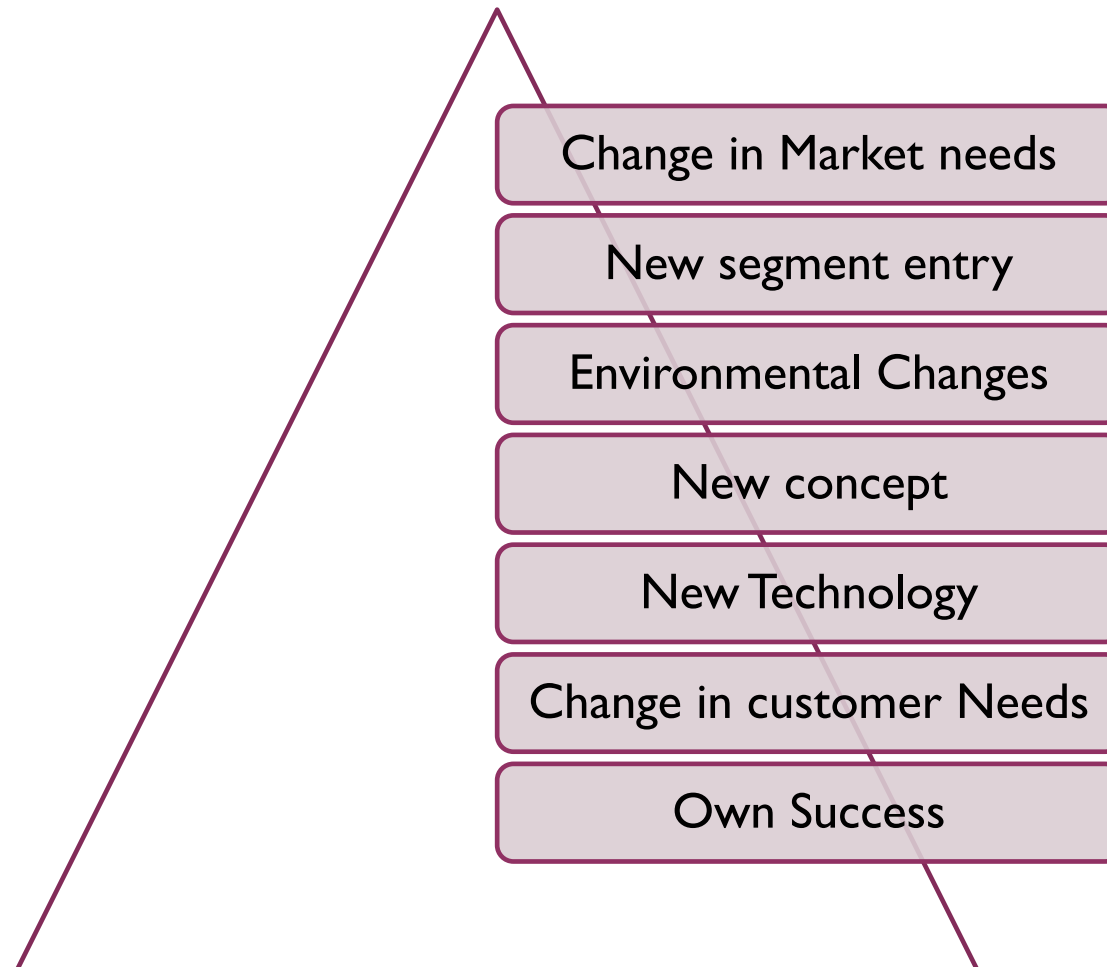
PRODUCT LIFE CYCLE



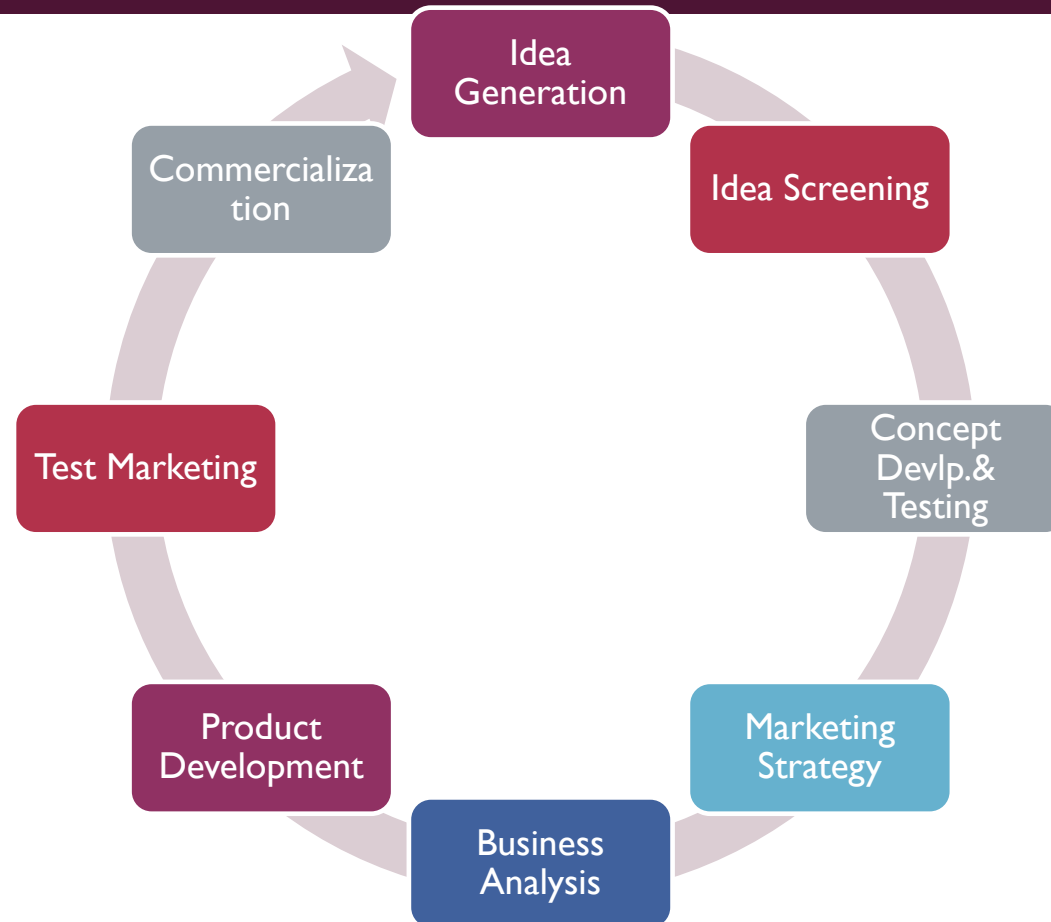
PLC STRATEGIES

Stages/4Ps	Introduction	Growth	Maturity	Decline
Product	Focus on Product	Focus on FAB	Focus on FAB and service offerings	Focus on selling for survival
Price	Premium/ Penetration /Economic based on the product	Premium/ Penetration /Economic based on the product	Skimming or low pricing	Low pricing
Place	Few	More selective	Sell to existing and selective	Very few
Promotion	Selective Promotion	Heavy promotion	Little	None

WHY NPD



NPD PROCESS- PHILIP KOTLER



COCOTANG INDIA



Idea Generation

- Dr. Neelima T. conceived the idea during her pregnancy when coconut water helped with medical complications.
- Extensive study of coconut benefits and collaboration with experts from National Institute of Nutrition (NIN) to explore product possibilities

Idea Screening

- Assessing market demand for coconut-based drinks and identifying target consumers (health-conscious, vegans, lactose intolerant).
- Ensuring natural ingredients, no preservatives, and compliance with health standards.

Concept Dev.& Test

- Developing coconut milkshakes and mocktails fortified with fruits for taste and nutrition.
- Pilot testing at Chandanagar to gauge consumer response and refine recipes.

Marketing Strategy

- Promote through different mediums

COCOTANG INDIA

Business Analysis

- Understanding competitive landscape and consumer preferences.
- Cost analysis, pricing strategy, and profitability projections.

Product Development

- Development of flavors and consistency in collaboration with food technicians and NIN.
- Designing eco-friendly packaging to align with brand values.

Market Testing

- Opening kiosks and a walk-in store in Pragathi Nagar to test market acceptance
- Gathering customer feedback to tweak flavors and improve product offerings.

Commercialization

- Expanding to online stores and adopting a cloud-kitchen model for cost efficiency.
- Opening additional stores in Madhapur to cater to diverse consumer preferences.

ABOUT COCOTANG INDIA - NEELIMA TIPPAVANJHLA – BYST



1. Launch and Evaluation:

- **Marketing Strategy:** Seasonal menu changes and dynamic product offerings to maintain consumer interest.
- **Performance Monitoring:** Tracking sales, customer feedback, and brand reputation.

2. Continuous Improvement:

- **Product Refinement:** Enhancing shelf life naturally without compromising product integrity.
- **Innovation Pipeline:** Researching and developing new flavors and health-focused variants.

3. Community and Environmental Responsibility:

- **Social Initiatives:** Allocating a portion of profits to community welfare, such as food drives and education support.
- **Sustainability Practices:** Using biodegradable packaging and recycling all plastic waste from production.

4. Employee Welfare:

- **Incentives and Benefits:** Recognizing top performers with bonuses and supporting personal milestones like marriage and education fees.
- **Health and Safety:** Ensuring workplace safety and considering employee health and welfare needs.

5. Partnership and Mentorship:

- **Support Network:** Leveraging support from BYST and mentorship from Mr. Ashok Kumar Gupta for business guidance and networking.
- **Continuous Learning:** Participating in industry events and exhibitions to showcase products and build brand visibility.

THE BLACK BOX CO.



THE BLACK BOX CO.



Idea Generation

- Why should always men gift women?

Idea Screening

- Personalized gifts to men other than clothes, wallets and perfumes

Concept Dev.& Test

- Initiated the idea with personalized box and so the name The Black Box Co.

Marketing Strategy

- Promote through Social Platform

7/23/2026

Business Analysis

- Rashi was a creative mind and Swati in brand building . Their plan was feasible

Product Development

- Personalized gifts for Office, Travel, Accessories and Drinks

Market Testing

- Initiated with Office personalized gifts and did testing

Commercialization

- Products in the market with more categories and products. (700 online orders monthly plus offline orders

7/23/2026

BISLERI

Idea Generation

- Purification and package drinking water

Idea Screening

- Pure and Safe drinking mineral water

Concept Dev.& Test

- 10-step purification –Chemical free and rich in minerals

Marketing Strategy

- Promote through different mediums

BISLERI

Bisleri.

Business Analysis

- Mr. Ramesh Chauhan seen the opportunity to promote Bisleri water

Product Development

- PVC to PET bottles
- Blue to Aqua green

Market Testing

- Initiated with Test Marketing Aqua green

Commercialization

- Mass production and available at outlets

7/23/2026