Development: Your Complete NPD Checklist

their innovation performance. What can your organisation do to optimise new product development (NPD)?

84% of CEOs say innovation is critical to growth, yet 6% are satisfied with

This step-by-step checklist will walk you through taking ideas from concept

to production to enhance innovation and capitalise on revenue generating opportunities. We've even outlined where PLM technology can make the NPD process even

PLM solution report time-to-market **reductions of up to 75%**?

simpler to execute. Did you know that companies who have implemented a

or trend your product will address

Idea Generation

- ☐ Define your target audience/customer segment
- Create a list of product/feature use cases and intentional benefits based on the above criteria
- Differentiate your product from competitors and define your unique selling propositions (USPs) Formalise all this information in a
- product brief and business case



☐ Choose a digital platform to run your NPD project such as **Aptean PLM**

manufacturers

Planning

☐ Upload relevant project data and documentation to your platform to create single source of truth

Confirm your project team and each person's roles/responsibilities within that team

☐ Index your component/raw material data to make it searchable by project stakeholders

☐ Create your project timeline and high-level plans

- ☐ Grant your project team access to these high-level plans: NPD or PLM software can facilitate this through personalised line sheets and presentation boards
- streamline communications and track project milestones

☐ Share essential insights securely with external stakeholders such as outsourced

 $oxedsymbol{oxed}$ Make sure your NPD platform can enable commenting, notifications and handoffs to



choices and validate product claims

Design

Reduce time-to-market by continuing product iteration, leveraging Gantt charts across every team's workflow to identify bottlenecks or delays.

Design your prototype and gather/collate feedback from your core team – use your PLM

Consult your compliance team or agency on the implications of your material/ingredient

software to create workflows and assign tasks to specific users

- Automatically calculate the BOM to easily identify **product composition costs** and inform your ideal price point Generate specifications for testing



by automatically triggering alerts for noncompliant components

Testing

requirements

☐ Create mandatory material or ingredient statements for product packaging, such as allergen statements, nutrition fact panels and fiber content

Gather feedback on your limited test,

Source materials or ingredients for a

Seek material or ingredient approvals

limited production run-select suppliers that can deliver to your full production

and create compliance documentation; PLM software can support this process

taking corrective and preventative action (CAPA) ☐ Configure your Cost of Goods Sold sheets to validate your proposed price point and target margins

original product brief; PLM software can auto-verify R&D prototypes against your

Compare your final iteration to the

requirements

- **Simplify Your NPD Process with Aptean PLM Software**

Running product innovation through PLM software makes it easier to manage workflows, ensure products are commercially viable and stay true to your initial idea. Industry-specific PLM solutions deliver the functionality your organisation needs to optimise and accelerate NPD.

Aptean PLM is a web-based platform that automates time-consuming processes and simplifies

Improve

communication with

both internal and

external stakeholders

by creating handoffs at

every milestone

global collaboration, empowering your product innovation teams to:

Efficiently manage

seasonal demand

with personalised

line sheets and

presentation boards

Aptean PLM Lascom Edition—designed for food, beverage and cosmetics manufacturers—allows you to:

or non-compliant component slip

Stay on top of

modifications and

roadblocks in real-

time through system-

wide commenting and

notifications

values and costs



☐ Produce labels and regulatory documentation in local languages to meet local standards ☐ Create and manage packaging specifications; your PLM software will centralise this information ☐ Monitor production to identify and resolve any bottlenecks impacting progress

☐ Create specifications for your full production run—e.g. work instructions, product information

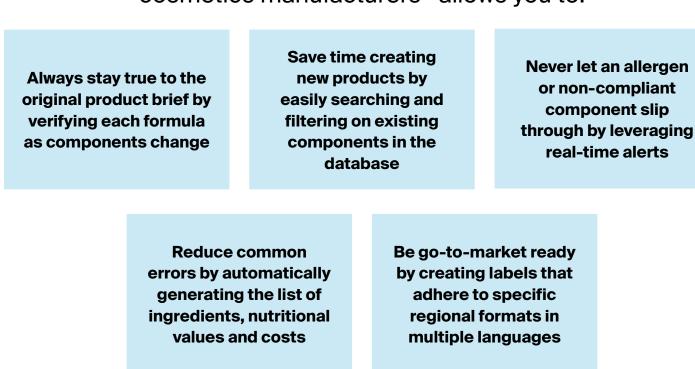
Make sure compliance and quality control checks are integrated into your production process

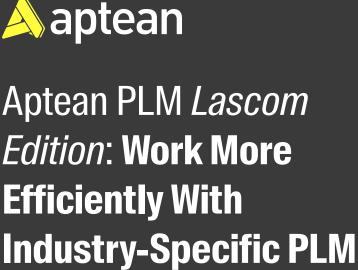
files, fashion tech packs, recipes and a bill of materials for manufactured goods

☐ Source materials from your suppliers based on forecasted demand

☐ Track quality issues for quick resolution, including potential product recalls

☐ Circulate customer feedback to enable further design improvements





Request a demo

