Product Development and Formulation

UNIT-I

UNIT-II
Marketing Characteristics of the product, Product Life cycle - profit picture. Factors affecting food product development - Corporate factors - Market place factors - technological pressures - Governmental issues and legislations. Stages/Phases of new product development - Company objectives - Perceived needs of Market - Ideas - Screening - Feasibility studies - Consumer research - Financial review Development - Production - Consumer trials - Test market. Generation of Food product Ideas - Sources of new product ideas - The market places - types of market places - With in the company - Outside the market place

UNIT-III
Consumer studies - types of studies, methods of data collection - Surveys and polling - telephone and mail surveys - focussed group discussions - dephic oracle and Market place analysis and external environment as a source of ideas. Organizing for new product development - Concepts of research and development - Creativity. Criteria of screening - general criteria for screening - Constraints - financial and technical constraints

UNIT-IV
Development of Strategy from Marketing’s Perspective - Marketing functions, market research, Sales and marketability of the product. Standardization of product formulation and product design; Adaptable suitable technology role of Engineering in the development process. Process design, Scale - up and In - process specifications, Manufacturing plant and Technical aspects and production trials

UNIT-V
13. Market testing - methods of testing - Evaluation
14. Quality assessment of new developed products
15. Costing/pricing and economic evaluation of the product
16. Product launch and commercialization of the product

TEXT BOOKS
Crawford I.M. Agricultural and Food Marketing Management. FAO/UN, Rome.
Graf and Saguy. Food product development (From concept to market place). CBS publishers, New Delhi.