

# New Product Introduction

New Product Introduction (NPI) is the staged process that translates a market need into a sales-ready product. Failing to plan NPI effectively could cost your business dearly: research suggests 50% of new products fail to meet their objectives; 70% of NPI projects take longer than expected; and 33% of new products fail at launch.

Successful NPI is about recognising areas of risk, analysing feasibility, managing and controlling production processes and understanding market demand to meet supply. World-class OEMs, medium and small manufacturers work alongside Industry Forum's consultants to bring their new products to market on time, profitably.



There is increasing pressure on manufacturers and their supply chains to bring new products to market faster, at lower cost and improved quality levels. In many cases products are in production for reducing periods of time with more frequent product facelifts, improvements and new model launches. For many manufacturers NPI capability is becoming a significant competitive differentiator.

## Typical New Product Introduction issues

- Understanding why NPI processes don't deliver quality products on time to target cost
- Failure to identify and manage problems at early stages of development
- Lack of structure to apply previous experience
- Misaligned or disconnected communication of customer requirements
- Attempting to 'crash' overall NPI lead-times without introducing systematic management
- Planning and managing manufacturing and supply chain capacity through to start-of-production and beyond
- Ineffective product and process validation
- Misjudged partner capabilities coupled with low supply chain visibility

## How Industry Forum can help

Use our insight, experience, planning and training to ensure smooth new product introductions and a profitable Return-On-Investment. We have a proven background in helping companies improve their new product introduction process effectiveness. We can help companies:

- Understand and fix the systemic root causes for poor NPI process execution
- Get to "spike-free" new product introduction and minimise waste and exceptional costs during product launch
- Implement proven industry best practices and programme management disciplines
- Design, implement or improve the cross functional processes, frameworks and methodologies needed to increase NPI process effectiveness
- Reduce lead time and cost for new product introduction



Industry Forum

Business Excellence Through Inspired People

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## New Product Introduction Services from Industry Forum

Our NPI consulting services take your innovation from request for quotation to full scale manufacturing of sales-ready SKU items. They include:

- NPI programme management
- NPI process effectiveness assessment tool
- NPI process design [Four Field Mapping] and project management [Prince II]
- NPI risk assessment, programme management and feasibility analysis
- Implementing effective Advanced Product Quality Planning with suppliers, internal organisation and customers
- Control Plans and Work Instructions
- Production Part Approval Process

## Typical New Product Introduction projects we undertake:

- NPI programme management
- Understanding and fixing systemic root causes for poor NPI process execution in manufacturers and their supply chains
- Implement proven industry best practices and programme management disciplines
- Design, implement or improve the cross functional processes, frameworks and methodologies needed to increase NPI process effectiveness
- Training teams in the basics of NPI and the key skills needed to ensure they can support an effective new product introduction process
- Making advanced product quality planning disciplines work effectively between customers and suppliers

Consulting & Interim services	Training programmes
<ul style="list-style-type: none"><li>• Process Effectiveness Assessment</li><li>• Advanced Product Quality Planning (APQP)</li><li>• Process Improvement</li><li>• Programme Management</li></ul>	<ul style="list-style-type: none"><li>• Advanced Product Quality Planning (APQP) (1 day)</li><li>• Advanced Product Quality Planning (APQP) Management Awareness (2 days)</li><li>• Core Tools Awareness and Application (2 days)</li><li>• Core Tools Certification (5 days)</li><li>• Failure Mode and Effects Analysis (FMEA) (1 day)</li><li>• Failure Mode and Effects Analysis (FMEA) for Practitioners (1 day)</li><li>• Measurement Systems Analysis (MSA) (1 day)</li><li>• MMOG-LE</li><li>• OHSAS18001 Internal Auditor Training (2 days)</li><li>• Production Part Approval Process (PPAP) (1 day)</li><li>• Statistical Process Control (SPC) (1 day)</li></ul>

## More Information

For further information and an initial discussion of your needs, contact Industry Forum today +44 (0)121 717 6600 or email [enquiries@industryforum.co.uk](mailto:enquiries@industryforum.co.uk)

