

Product Innovation

Product Development: from Idea to Launch

MRC brings expert guidance to our clients' new-product development (NPD) efforts. Our *Six-Phase NPD* process starts with a comprehensive look at the ways your organization develops ideas, and continues with an incremental approach to transforming ideas into marketable products and services. Further, *Lean Principles* and *Launch Strategy and Action Plan* (delivery and facilitation) assure that quality and low cost are integral parts of your design, and also deliver on the commitment to successful introduction. This program focuses on identifying product expansions or new product/market opportunities.

The six phases:

- 1) Idea Generation
- 2) Idea Investigation (market research)
- 3) Concept Prototype Testing (business case development)
- 4) Product Manufacturing
- 5) Product/Process Launch
- 6) Continuous Improvement

Lean Principles

Bringing a new product to market first is only part of the challenge; our clients need to minimize costs and add value across the manufacturing process. By integrating Lean fundamentals in the product development process, top-line revenue gains become bottom-line profits, and set the stage for continuous improvement throughout the product lifecycle.

Launch Strategy and Action Plan

The majority of new products fail in the first two years—in many cases, products have barely six months to establish a market presence. Given this narrow window of opportunity, even a solid customer-first design approach can't guarantee success. MRC's *Launch Strategy and Action Plan* tips the scales in your favor by coordinating the complex aspects of an effective product introduction.

Contact MRC to schedule a personal review of how our range of services can meet your product needs.

“What surprised me most . . . was the level of creativity, pure scientific knowledge, and skill that MRC helped make happen. I would have never known about the ***Integrated Product Development*** program without them, and even if I did, I might not have had the fortitude to try it.”

- Bill Wydra, Jr., President, Ashland Technologies, Inc.