New Product Development: Your Complete NPD Checklist

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

What can your organisation do to optimise new product development (NPD)?

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 simpler to execute. Did you know that companies who have implemented a PLM solution report time-to-market **reductions of up to 75%**?

Idea Generation

- Identify the **customer need**, opportunity or trend your product will address
- 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

Planning

- Confirm your project team and each person's roles/responsibilities within that team
- Choose a digital platform to run your NPD project such as **Aptean PLM**
- Upload relevant project data and documentation to your platform to create single source of truth
- 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
- Share essential insights securely with external stakeholders such as outsourced manufacturers
- Make sure your NPD platform can enable commenting, notifications and handoffs to streamline communications and track project milestones

Design

- Design your prototype and gather/collate feedback from your core team – use your PLM software to create workflows and assign tasks to specific users
- Consult your **compliance team** or agency on the implications of your material/ingredient choices and validate product claims
- Reduce time-to-market by continuing product iteration, leveraging Gantt charts across every team's workflow to identify bottlenecks or delays.
- Automatically calculate the BOM to easily identify **product composition costs** and inform your ideal price point
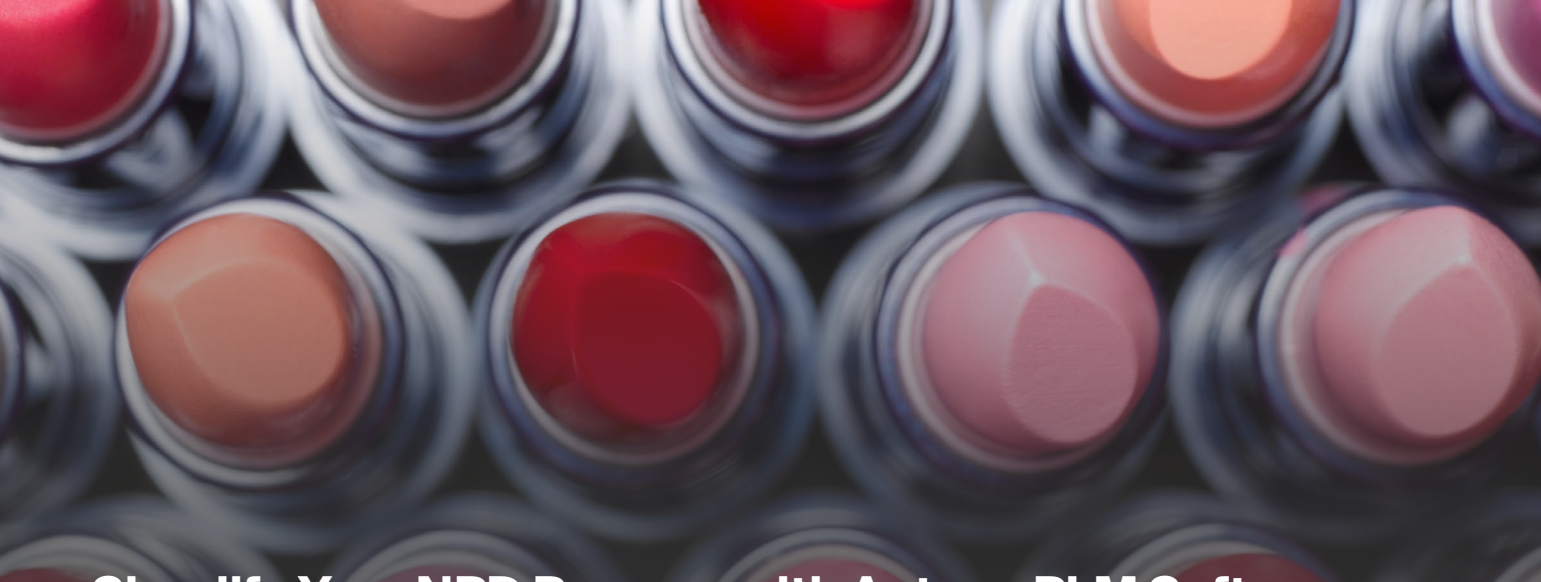- Generate specifications for testing

Testing

- Source materials or ingredients for a limited production run—select suppliers that can deliver to your full production requirements
- Seek material or ingredient approvals and create compliance documentation; PLM software can support this process by automatically triggering alerts for noncompliant components
- 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, taking corrective and preventative action (CAPA)
- Configure your Cost of Goods Sold sheets to validate your proposed price point and target margins
- Compare your final iteration to the original product brief; PLM software can auto-verify R&D prototypes against your requirements

Production & Distribution

- Create specifications for your full production run—e.g. work instructions, product information files, fashion tech packs, recipes and a bill of materials for manufactured goods
- Make sure compliance and quality control checks are integrated into your production process
- Source materials from your suppliers based on forecasted demand
- 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
- Track quality issues for quick resolution, including potential product recalls
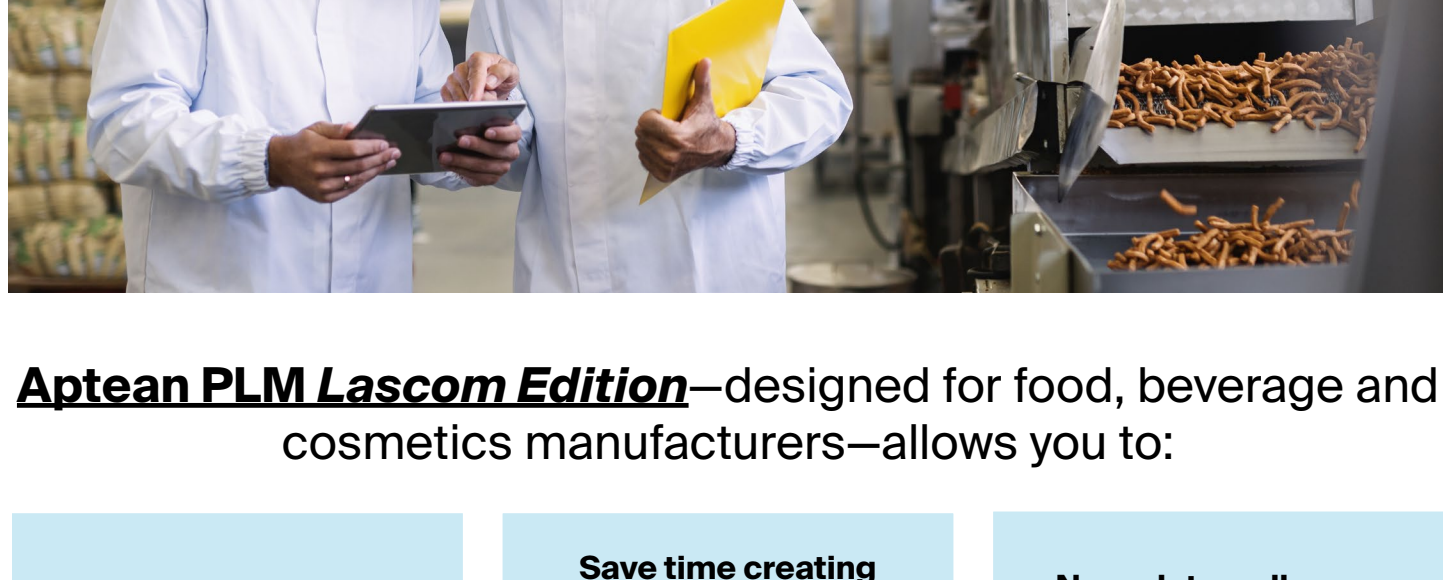- Circulate customer feedback to enable further design improvements

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 global collaboration, empowering your product innovation teams to:

Efficiently manage seasonal demand with personalised line sheets and presentation boards	Improve communication with both internal and external stakeholders by creating handoffs at every milestone	Stay on top of modifications and roadblocks in real-time through system-wide commenting and notifications

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

Always stay true to the original product brief by verifying each formula as components change	Save time creating new products by easily searching and filtering on existing components in the database	Never let an allergen or non-compliant component slip through by leveraging real-time alerts
	Reduce common errors by automatically generating the list of ingredients, nutritional values and costs	Be go-to-market ready by creating labels that adhere to specific regional formats in multiple languages

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Aptean PLM *Lascom Edition*: Work More Efficiently With Industry-Specific PLM

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