

Business Management

New Product Development in the Joint Stock Company "Svente Jums"

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Annotation

The aim of the final paper is to perform and evaluate new product development process, to find out the reasons of new product development and risks that can arise during the process of product development. According the computer-assisted model to prepare and appreciate the new product development project of joint stock company "Svente Jums". In this paper is knocked about the concept, conception and classification of new product. Based on works of foreign and Lithuanian authors evaluated processes and models of new products development. In this paper introduced reasons that determine the success in the market. According different sources there are evaluated the reasons of risks and failure that can arise during the process of new product development. Aiming the computer-assisted model to prepare and evaluate the new product development in the Joint stock company "Svente Jums". After analyzing the theoretical and practical aspects there are represented findings and suggestions. This paper is composed of these mains parts: introduction, theoretical part, practical part, findings and suggestions, list of literature. Amount of the paper – 57 p. text without supplements, 12 pictures, 3 tabulars, 40 literature resources. The paper attached 10 supplements (53 p.).

Keywords: Verslo projektas, naujo produkto kūrimas, rizika, produkto kūrimo procesas, sėkmės priežastys.