# **New Product Development**

Explore the 5 phases of new product development and see how they turn ideas into market winning products.

#### **OPPORTUNITY**

Identify and evaluate new product opportunities.





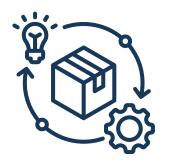
### CONCEPT

Select opportunity, involve customers, generate concepts.

#### **EVALUATION**

Rank and select top concepts based on evaluation.





## DEVELOPMENT

Create prototypes, test and scale production.

#### LAUNCH

Launch and manage the product for distribution and sales.



www.sagesoftware.co.in

Sage Software Solutions (P) Ltd.



#### +91 86559 58896 | sales@sagesoftware.co.in Mumbai | Gurugram | Chennai | Bengaluru | Pune | Kolkata

Sage Software Solutions Pvt. Ltd. is an independent partner of The Sage Group plc in India. Sage Software Solutions Pvt. Ltd. is not an affiliate or a related entity of The Sage Group plc. Sage 300cloud, Sage X3 and Sage CRM software solutions have been developed and are exclusively owned by The Sage Group plc. Sage logos, and Sage product and service names are the trademarks of The Sage Group plc. All Rights Reserved