Nugget The Product Creation Process

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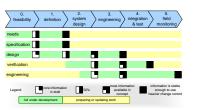
Abstract

The Product Creation Process is described in its context. A phased model for Product Creation is shown. Many organizations use a phased model as blueprint for the way of working. The operational organization of the product creation process is discussed.

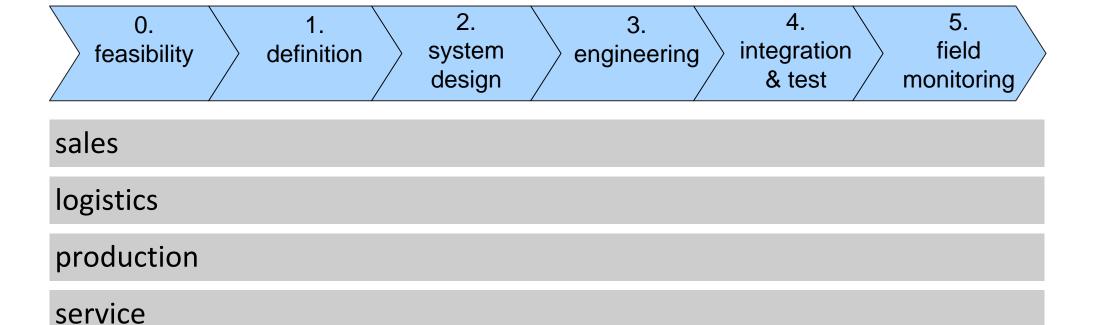
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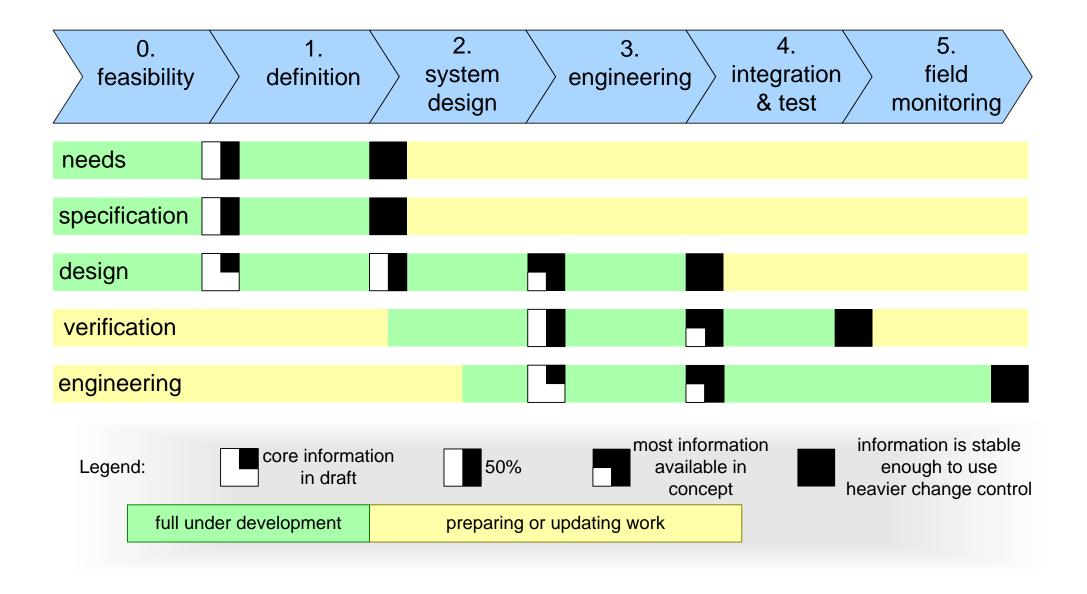


Phasing of the PCP at Business Level



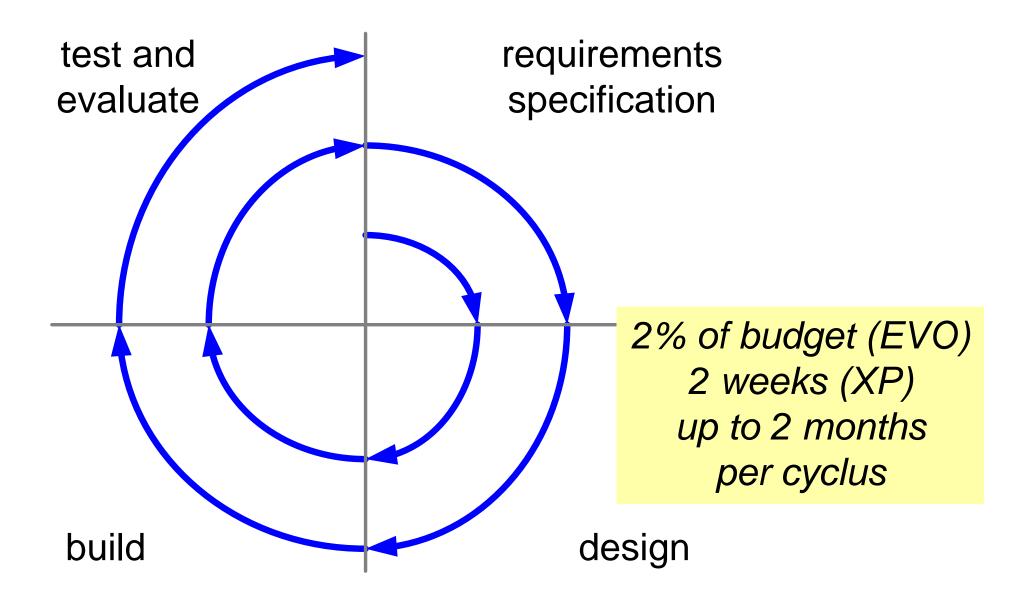
development & engineering: marketing, project management, design

Phasing the Design Control Process





Evolutionary PCP model





Decomposition of the Product Creation Process

Product Creation Process Design Marketing **Operational** Control Management specification profitability technical saleability budget time customer input needs what is needed customer expectations specification what will be realized commercial structure planning design product pricing progress control how to realize resource verification market introduction management meeting specs risk management introduction at customer following design engineering how to produce project log -feedback and to maintain



Operational Organization of the PCP

