

CHAPTER 10

CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH

10.1 Conclusion

In the competitive world, the company must aggressively improve the way that they introduce new products. While the concepts of new product introduction are simple, the implementation of these practices and the process of changing a company's culture are challenging. Success can be achieved with a well-planned and managed effort.

Management must understand not only the concepts of new product introduction, but also the process of managing change within the organization. The responsibility for making these major changes in culture, organization, business process and technology cannot be delegated. Proactive management involvement, leadership, and attention to detail will pay off.

The implementation effort should be planned and lead from the top down, but implemented from the bottom up to develop ownership. Employee involvement must be based on communicating the proper goals and providing necessary training in the concepts and skills. When executive management makes continuous improvement so that a high priority initiatives such as new product introduction can be achieved.

10.2 Recommendation for Future Research

Future research should be addressed more in improvement points of new product introduction process in Electronics Manufacturing Service Provider Companies. As lengthy cycle times of each project might take it harder to gather data on process improvements (for example, personnel may forget how they carried out the same type of activity several years earlier), it might make more difficult to assess the impact of an intervention. In such cases, it might be better for the researcher to focus on particular phases of the development process.

It is also important to note that a highly complex product will usually take longer time to develop than the one of moderate complexity. Thus the project to be studied would need to be carefully selected and the implications of the selection should be taken into account during the planning of the research.