

## What is it?

- Includes all **work processes** that lead to successful
  - innovations → new
  - variations → new "variety"
  - renovations → improved / 2.0 in existing markets

## Methods & principles

- **SMART:** goals should be defined in a specific, measurable, attractive, realistic and time-bound manner.
- **Iterative process:** after each phase, goals should be evaluated and adjusted if necessary or the phase should be re-initiated (loop)
- **Team:** Good product development incorporates the experience of:
  - Product Management
  - Design & Marketing
  - Purchasing & Sales
  - Development & Production
  - Management
  - and other relevant departments
- **Benchmarking:** Comparison to or orientation on the best competitor products in terms of taste, price, packaging, ...
- **Reverse engineering:** "Disassembling" the competitor's product in order to improve one's own product or to rebuild one.

## Phases

- **Planning** phase (idea → definition → concept → planning)
  - Creation of a **specification sheet**
  - What is the exact goal of the product?
  - What features does our customer group want?
  - ...
- **Design** phase (prototyping & design)
  - Creation of an **MVP**
  - What raw materials are needed for what?
  - Which processes are in-house or need to be purchased?
  - ...
- **Testing** phase (testing, implementation & introduction)
  - Search for **potential improvements**
  - What is the acceptance of the product?
  - Is the unique selling proposition of the product clear?
  - What are the disadvantages of the product?
  - ...



## Better Food Consulting

a service by ZBS Food UG  
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No guarantee for completeness and correctness

More information about these topics

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 Better Food Consulting

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