

# NEW PRODUCT INTRODUCTION (NPI) FOR SMES

## SUSTAINABLE GROWTH VIA PROFITABLE HIGH, QUALITY NEW PRODUCT INTRODUCTION

Developing and introducing new products effectively into operations and the market can become a powerful growth engine for any business. More tier-one companies seek suppliers that can effectively develop products and supply finished articles to final production lines seamlessly and predictably. Our New Product Introduction (NPI) engagement will help guide the implementation of an industry-recognized set of best practices to enable practical product realization throughout the production stage. We also share additional innovation methods that help generate and assess new product ideas.



### INCREASE REVENUE WHILE EFFECTIVELY MANAGING RISKS

We offer a highly customized approach that documents your development objectives and articulates how new product introductions fit your broader business strategy.



### MODERN APPROACH TO NEW PRODUCT INTRODUCTION

To stay competitive, thrive, and prosper, small manufacturers need to get products to market quickly, rapidly moving through the development process at a pace.

## NEW PRODUCT INTRODUCTION (NPI) ENGAGEMENT:

- ✓ Starts with an internal assessment of a company's current state to identify gaps and establish an improvement baseline plan.
- ✓ Next, we conduct interactive sessions with the Leadership and the implementation team, which usually includes Engineering, Operations, Sales, Marketing, and others, covering program management fundamentals, including planning, risk management, budgeting, and performance tracking.
- ✓ Consideration of business culture and cross-functional teaming environments are also integral to the NPI process improvement plan.
- ✓ Upon implementation, your team will have incorporated industry best practices demonstrating benefits to support a seamless product introduction. Cross-functional teams will be established and become part of the new culture.

Our highly customized program is appropriate for businesses seeking to develop new products, target new markets, increase market share, sell more, and increase revenue streams.

Impact Washington's product development experts are ready to help you remove obstacles and make your NPI strategic and collaborative.

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