

TABLE OF CONTENTS

TITLE PAGE	ii
ENDORSEMENT PAGE	iii
STATEMENT PAGE	iv
FOREWORD	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
ABSTRACT.....	xiii
1. CHAPTER I PREFACE	1
1.1 Background	1
1.2 Problem Formulation.....	5
1.3 Research Questions	6
1.4 Research Objective.....	6
1.5 Research Benefit	6
1.6 Research Scope	7
1.7 Writing Systematic	7
2. CHAPTER II THEORETICAL REFERENCES.....	9
2.1 New Product Development (NPD).....	9
2.2 Previous Research Study	13
2.3 Research Framework.....	20
3. CHAPTER III RESEARCH METHOD	22
3.1 Research Design.....	22
3.2 Data Collecting Method	22
3.2.1 Interviewee's Managerial Profile.....	24
3.2.2 Interviewee's Personnel Profile	26
3.3 Research Instrument.....	30
3.4 Data Analysis Method.....	33
3.5 Case Profile	34
4. CHAPTER IV RESULT AND DISCUSSION	40
4.1 Standard-based NPD Process in RTC	40
4.1.1 Stage of Idea Generation.....	40

4.1.2	Stage of Idea Screening	41
4.1.3	Stage of Concept Development & Testing	42
4.1.4	Stage of Marketing Strategy Development.....	43
4.1.5	Stage of Business Analysis	43
4.1.6	Product Development Stage.....	46
4.1.7	Stage of Market Testing.....	49
4.1.8	Commercialization Stage	49
4.2	Actual based NPD Process in RTC	50
4.2.1	Stage of Idea Generation.....	51
4.2.2	Stage of Idea Screening	53
4.2.3	Stage of Concept Development & Testing	55
4.2.4	Stage of Marketing Strategy Development.....	56
4.2.5	Stage of Business Analysis	58
4.2.6	Product Development Stage.....	59
4.2.7	Stage of Market Testing.....	61
4.2.8	Commercialization Stage	62
4.3	NPD Framework Analysis	63
4.3.1	Stage of Idea Generation.....	64
4.3.2	Stage of Idea Screening	64
4.3.3	Stage of Concept Development & Testing	65
4.3.4	Stage of Marketing Strategy Development.....	66
4.3.5	Stage of Business Analysis	68
4.3.6	Product Development Stage.....	69
4.3.7	Stage of Market Testing.....	69
4.3.8	Commercialization Stage	70
4.4	Overall Analysis	71
5.	CHAPTER V CONCLUSION	81
5.1	Conclusions	81
5.2	Implications.....	83
5.2.1	Stage of Idea Generation.....	83
5.2.2	Stage of Idea Screening	84
5.2.3	Stages of Concept Development & Testing.....	84
5.2.4	Stage of Marketing Strategy Development.....	84
5.2.5	Stage of Business Analysis	85
5.2.6	Product Development Stage.....	85

5.2.7	Stage of Market Testing.....	85
5.2.8	Commercialization stage.....	85
5.3	Limitations	85
5.4	Suggestions.....	86
REFERENCES		87