

CHAPTER 16 Production Management and Distribution

SOFTWARE ACTIVITY

PowerPoint Application

OBJECTIVE: Identify and explain the steps in product development.

Some entrepreneurs want to start a business based on a new product idea. These potential entrepreneurs must realize that there is usually a long process involved in transforming an idea into a finished, marketable product. This process is known as product development, and it involves a series of steps. These steps usually include: opportunity recognition, concept investigation, product design, and prototype building/testing. Each of these steps is important to the product development process; however, depending upon the idea, entrepreneurs may not approach them in the same sequence.

Practice Situation

You want to develop a new computer game. First, identify activities that entrepreneurs would complete at each step of the product development process. Then, identify the specific steps and tasks you must perform to transform your idea into a marketable product. Make your list clear, concise, and complete. You do not have to use complete sentences, however, the statements need to be easily interpreted by others.

Now you are ready to use this information in developing a slide presentation. Your presentation will identify the steps in the product development process, as well as the specific activities you would have to complete before bringing your idea to the marketplace. Create a series of slides that includes a title slide, and at least one slide for each of the steps in the product development process.

**Name of
Computer Game**

Product Development Process 1

1. Identify Step One
2. Actions to Be Taken
3. Additional Actions to Take

Product Development Process 2

1. Identify Step One
2. Actions to Be Taken
3. Additional Actions to Take

Product Development Process 3

1. Identify Step One
2. Actions to Be Taken
3. Additional Actions to Take