MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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NEW PRODUCT DEVELOPMENT (NPD) WITHIN THE CONTEXT OF A CREATIVE AND INNOVATIVE CULTURE

"Drive Innovation and Launch Successful Products in a Dynamic Market"

Schedule

Date	Venue	Fees (Face-to-Face)
23 – 25 Jun 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's competitive market, the ability to develop and launch innovative products is essential for organizational growth and sustainability. This course equips participants with the knowledge and tools to manage the entire New Product Development (NPD) process, fostering a culture of creativity and innovation. Attendees will learn how to generate ideas, evaluate feasibility, design prototypes, and successfully bring products to market while aligning with organizational strategy.

Through a combination of lectures, case studies, and practical workshops, participants will gain hands-on experience in managing NPD projects, promoting cross-functional collaboration, and applying creativity-driven methodologies. The course emphasizes strategic thinking and innovation management to ensure that new products meet market demands and create value for the organization.

Objectives

By the end of this course, participants will be able to:

- Understand the full New Product Development (NPD) lifecycle.
- Apply creativity and innovation principles in product design and development.
- Conduct market research and assess the feasibility of new product ideas.
- Develop prototypes and refine products for successful launch.
- Align NPD strategies with organizational goals and customer needs.
- Implement best practices for cross-functional collaboration and project management.

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Why Attend

Participants should attend this course to:

- Gain practical skills in managing the NPD process from idea to launch.
- Learn how to foster a culture of innovation within their organization.
- Apply creativity techniques to generate and evaluate product ideas.
- Enhance cross-functional teamwork and project execution capabilities.
- Understand strategies for successful product positioning and market introduction.

Target Audience

This program is designed for:

- Product managers and innovation managers
- Marketing and R&D professionals
- Business development executives
- Project managers and team leaders involved in product launches
- Entrepreneurs and professionals involved in creative product strategy

Individual Benefits

Key competencies that will be developed include:

- Expertise in the New Product Development lifecycle
- Creativity and innovation application in product design
- Market research, feasibility assessment, and idea evaluation
- Prototype development and iterative improvement skills
- Cross-functional collaboration and project management abilities

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Ability to lead successful NPD projects from concept to launch
- Enhanced innovation culture within teams and departments
- Increased efficiency in bringing products to market
- Improved alignment between product strategy and organizational goals
- Stronger capability to meet customer needs and create competitive advantage

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Deep dive into NPD frameworks, creativity, and innovation management
- Case Studies – Examples of successful product launches and innovation practices
- Workshops – Hands-on exercises for idea generation, prototype design, and market testing
- Peer Exchange – Group discussions on NPD challenges, lessons learned, and best practices
- Tools – Templates for idea evaluation, project planning, and product development tracking

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Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of NPD and Innovation

Module 1: Introduction to New Product Development (07:30 – 09:30)

- Overview of NPD and its importance in business growth
- Stages of the NPD lifecycle
- Aligning product development with organizational strategy

Module 2: Creativity and Innovation Techniques (09:45 – 11:15)

- Tools and methods for idea generation
- Fostering a creative culture within teams
- Evaluating innovative product concepts

Day 2: Product Design and Market Feasibility

Module 3: Market Research and Feasibility Analysis (07:30 – 09:30)

- Conducting market research to validate ideas
- Assessing feasibility, risks, and potential ROI
- Prioritizing product concepts for development

Module 4: Prototype Development and Testing (09:45 – 11:15)

- Building prototypes and iterative product design
- User testing and feedback integration
- Refining products for launch readiness

Day 3: Product Launch and Strategic Management

Module 5: Launch Planning and Execution (07:30 – 09:30)

- Developing go-to-market strategies
- Aligning cross-functional teams for product launch
- Marketing, positioning, and promotion strategies

Module 6: Best Practices and Continuous Innovation (09:45 – 11:15)

- Lessons learned from successful product launches
- Continuous improvement and innovation in NPD
- Creating a sustainable innovation culture

Certification

Participants will receive a Certificate of Completion in New Product Development (NPD) with Innovation and Creativity, validating their expertise in managing the NPD lifecycle, applying innovation strategies, and launching successful products in a competitive market.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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