

**NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY
CENTRE FOR OPEN AND LIFELONG LEARNING**



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

BACHELOR HONOURS IN MARKETING

FEEDBACK TUTORIAL LETTER 1

FIRST SEMESTER 2020

FOR

PRODUCT INNOVATION AND PROJECT MANAGEMENT

PIM811S

PRODUCT INNOVATION AND PROJECT MANAGEMENT

Dear Student,

This tutorial letter provides a framework on how assignment 1 (Product Innovation Project Plan/Proposal) should have been answered. I must say that many of you did extremely well in this assignment, **congratulations!** I am looking forward to mark your second assignment. Nevertheless, I must emphasise the importance of the application of the theoretical information contained in the prescribed book and the study guide. “You should always remember that in order to obtain maximum marks, it is important that you substantiate the theories with practical application”. I will be looking closely at this particular aspect when marking your assignment 2, therefore learn to **practice** this skill **now** [See the suggested answers contained in this Feedback Letter].

I hope that by now, you have mastered your course work - this is very important in order to build your confidence as you do your assignments. I'm certain that your good efforts will pave the way for an outstanding performance in this course!

I wish you all the best.

EMM Semente

ASSIGNMENT 1

Product Innovation Project Plan/Proposal

50 marks

Using the New Product Development process framework and the Project Management framework, write a proposal/plan for the design/development of a new solution (product or process or service) for a business challenge faced by any Namibian organisation of your choice. NB: This should be a real business problem that you can create a tangible solution for. In addition, it should be realistic since your performance in this course will mostly be determined by your ability to provide a real solution to the observed or identified problem.

Required:

- i. Identify an organisation;
 - ii. Establish/Find out what the Problem is;
 - iii. Explore possible solutions from a marketing, business, IT, Logistic, Human Resources etc. point of view
 - iv. Decide the specific solution which you will write a proposal about for this assignment, NB: it should be realistic/achievable [Use the NPD (New Product Development) framework here, go through all the steps]
 - v. Write a Project Proposal/Plan that will help you design/develop this product/service/process for the chosen organisation
 - vi. Use the following project proposal template:
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Suggested answers:

This is a practical project and as such, you should be practical and creative at all times.

Let's break the main question of this assignment into pieces and see how in the end we deal with each piece to answer the assignment question:

1. Using the framework for the management of innovation

Here, you should have read and grasped the concept of Innovation Management Framework in order to build your assignment further. The Innovation Management Framework refers/consists of the following elements:

- ✓ Technological research
- ✓ Scientific exploration
- ✓ Market transitions
- ✓ Product creation and
- ✓ Entrepreneurship

In a nutshell, NPD (New Product Development) is part and parcel of the Innovation Framework Management.

2. Design/develop a new solution (product or process or service) for a business challenge faced by any Namibian organisation of your choice

Here, you identify the organisation and the challenge it faces.

For example, the organisation could be the Namibia University of Science and Technology, and the challenge could be the high costs involved in sending students' results through mail.

3. Use the NPD & the Project Management Approach to create a solution(s) for the identified problem.

3.1 The NPD process consists of sequential steps as follows:

Table 3.1.1: Phases of the NPD Process

<p>Phase 1:</p> <ul style="list-style-type: none">✓ Inspiration = Idea generation✓ Research = Idea generation✓ Brainstorming = Idea generation ,✓ Concept development,✓ visualization,✓ Business Modeling = Concept testing
<p>Phase 2:</p> <ul style="list-style-type: none">✓ Evaluation and Refinement = concept testing,✓ Mechanical & Engineering Development,✓ Material Development,✓ Market Research✓ Marketing Strategy Development✓ Business Analysis
<p>Phase 3</p> <ul style="list-style-type: none">✓ Prototype = physical product development,✓ Test Marketing✓ Production Development,✓ Business Validation = commercialization

NB: There are two options for you here: you either write an **NPD** report and append it to your project plan, or you schedule the NPD activities using a table (Gantt chart in the body of your project plan under the scheduling

heading) , or list the steps under the Scope of the Project or as the key Deliverables of the Project.

Table 3.1.2: An example of a scheduling Tool (Gantt chart):

Activity	Feb	March	April	May	June
Idea generation	√				
Idea Screaming	√				
Concept testing		√			
Mechanical & engineering development			√		
Market Research & Marketing Strategy			√		
Prototyping				√	
Test Marketing				√	
Commercialization					√
Class Oral Presentation					√

10 marks

4. Write a Project Proposal/Plan that will help you design/develop this product/service/process for the chosen organisation

Projects are one of the principal means by which organisations in our days improve internal operations, respond rapidly to external opportunities, achieve technological breakthroughs, streamline new product development, and more robustly manage the challenges arising from the business environment (Pinto, 2010, p. 24).

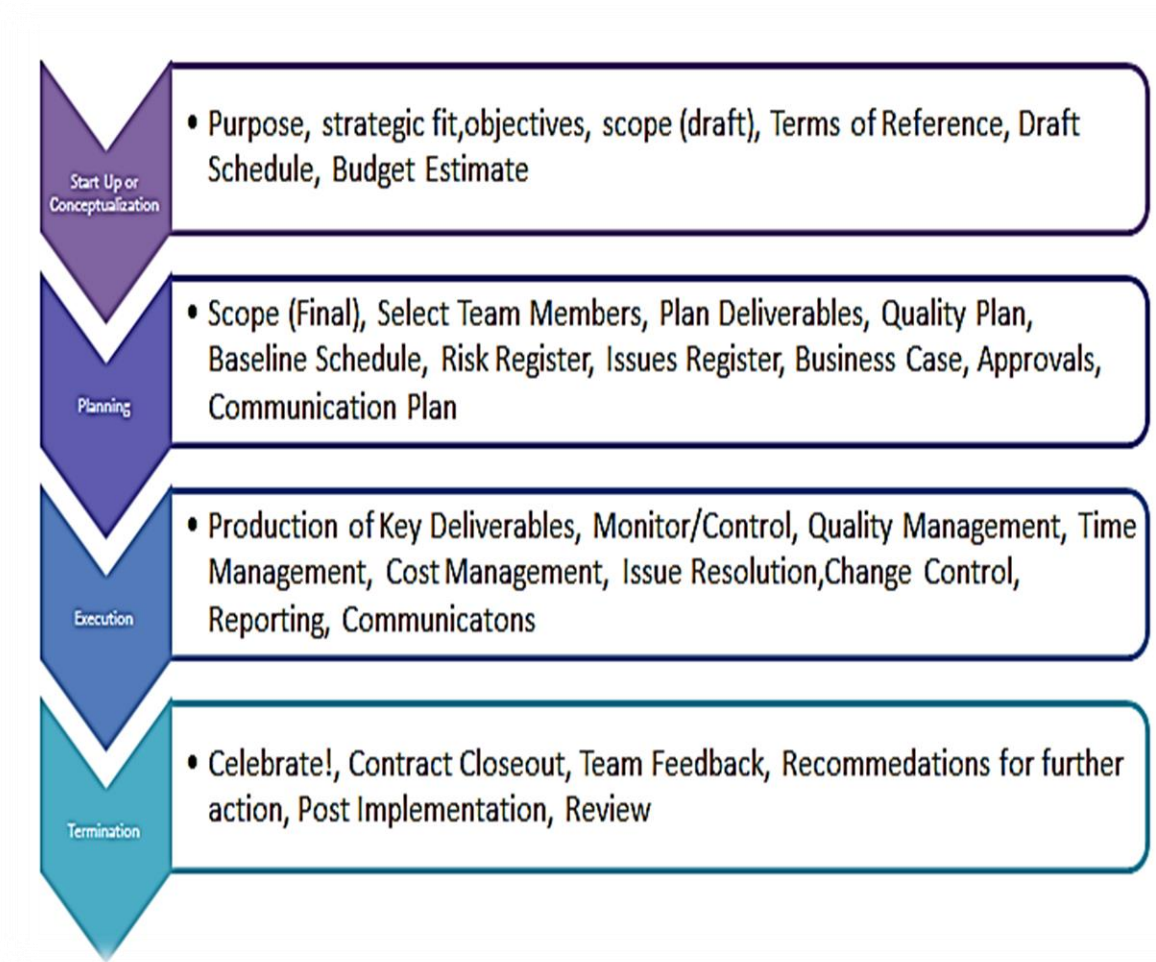
Project management is the application of knowledge, skills and techniques to execute projects effectively and efficiently. It's a strategic competency for organisations, enabling them to tie project results to business goals — and thus, better compete in their markets.

In order to effectively manage projects, it is vital that project managers or project management teams come up with a project plan also referred to as project proposals.

Here are the components of a project plan. These components become the building blocks of a project plan:

Table 4.1: Project Plan Template

(40 marks)



You should be able to apply the above concepts and discuss them based on your specific context, here is another example of how you could discuss these elements and any other possible points of your project plan:

OR

1 DEFINITION

- 1.1 Project Background and Overview
- 1.2 Business Objectives
- 1.3 Project Objectives
- 1.4 Project Constraints
- 1.5 Project Scope
- 1.6 Project Scope Inclusions
- 1.7 Project Scope Exclusions
- 1.8 Project Assumptions
- 1.9 Project Deliverables – [E.g. the NPD is the main deliverable of this project]
- 1.10 Project Completion – [e.g. dates]

2 APPROACH

- 2.1 Project Strategy - [how will you approach this project?]
- 2.2 The Project Schedule – [e.g. NPD (Gantt chart), indicate what will be done and when, you could also have a checklist that includes the people assigned to do certain tasks should you require external help]

3 PROJECT COSTS / BUDGET

You should provide budget estimation for the tasks in the NPD process.

4 PROJECT MANAGEMENT PLAN

- 4.1 Project Structure
- 4.2 Meeting Structure
- 4.3 Roles and Responsibilities
- 4.4 Project Communication Plan
- 4.5 Document Management
- 4.6 Project Risk Management
- 4.7 Change Management
- 4.8 Issues Management
- 4.9 Escalation Procedures

END