

TYPES OF NEW PRODUCTS

BY: ARUSHI CHHABRA

General Characteristics of Classes of New Food Products

Types of New Product	General Characteristics
Line extensions	<p>Little time or research required for development.</p> <p>No major manufacturing changes in processing lines or major equipment purchases.</p> <p>Relatively little change in marketing strategy.</p> <p>No new purchasing skills (commodity trading) or raw material sources. No new storage or handling techniques for either the raw ingredients or the final product. This means that regular distribution systems can be used.</p>
Repositioned existing product	<p>Research and development time is minimal.</p> <p>Manufacturing is comparatively unaffected.</p> <p>Marketing must develop new strategies and promotional materials to interpret and penetrate the newly created marketing niche.</p> <p>Sales tactics require reevaluation to reach and make sales within the new marketplaces.</p>
New form or size of existing product	<p>Highly variable impact on research and development. Highly variable impact on physical plant and manufacturing capabilities.</p> <p>Major equipment purchases may be required if manufacturing to be done in-house. Marketing and sales resources will require extensive reprogramming.</p>
Reformulation of existing product	<p>Moderate research and development required consistent with reformulation goal.</p> <p>Generally little impact on physical facilities.</p> <p>Generally little impact on marketing and sales resources unless reformulation leads to repositioning of product.</p>
Repackaging of existing product	<p>The novelty of the repackaging will dictate the amount and degree of research and development required.</p> <p>Slight impact on physical facilities. New packaging equipment will be required. Little impact on marketing, sales, and distribution resources.</p>
Innovative products	<p>Amount of research and development dependent on the nature of the innovation.</p> <p>Highly variable impact on manufacturing capabilities. Possible heavy impact on marketing and sales resources.</p>
Creative products	<p>Generally heavy need for extensive research and development, therefore a costly venture.</p> <p>Extensive development time may be required.</p> <p>May require entirely new plant and equipment. Degree of creativity may require development de novo of unique equipment.</p> <p>Basically will require total revision of marketing and sales forces. Creation of a new company or brand may be required.</p> <p>Risk of failure is high.</p>

Examples of the Different Types of New Products

Type of New Product	Examples of Category
Line extensions	A new flavor for a line of wine coolers or for a line of flavored bottled waters New varieties of a family of canned ready-to-serve soups New flavors for a snack product such as potato chips New flavored bread-crumbs coating A coarser or more natural peanut butter
Repositioned existing product	Oatmeal-containing products positioned as dietary factors in reducing cholesterol Soy-containing products repositioned as dietary factors combating cancer Soft drinks positioned as main meal accompaniments
New form of existing product	Margarine or butter spreadable at refrigerator temperatures Prepeeled fruit or sectioned grapefruit or oranges Fast-cooking products such as rice or oats Instant coffees, teas, and flavored coffees Dehydrated spice blends for sauces
Reformulation of existing products	Low-calorie (reduced sugar, fat) products Hotter, spicier, zestier, crunchier (e.g., peanut butter), smoother products All-natural ("greener") products, organic products Lactose-free milk products High-fiber products
New packaging of existing product	Single-serving sizes of, for example, yogurt Branded fruits and vegetables Pillow packs for snack food items Institutional sizes for warehouse stores Squeeze bottles for condiment sauces Pull-top containers of snack dips Use of thin profile containers
Innovative products	Dinner kits Canned snack food dips Frozen dinners Simulated seafood products
Creative products	Reformed meat cuts Extruded products Surimi and kamaboko-based products and soy bean curd (tofu) and limed corn if these were discovered recently Short-chain fatty acid containing products

REFERENCE-

Fuller, Gordon W. (2004). New Product Development- from concept to marketplace.