FACTORS INFLUENCING INTRODUCTION OF A NEW PRODUCT
(A Case study of Nairobi Bottlers Company)

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DECLARATION

This is my original work and has never been presented in any other University for the purpose of any academic award

Student's Name ............................................................

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Declaration by the Supervisor

This research project was submitted, examined and approved by me as the University Supervisor

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CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Over the centuries, millions of new products have rolled off the factories conveyor belts only to end up being damped in warehouses and industrial bunkers. The end result of this is normally loss of credibility, loss of sales, and other related failures. All these miseries can be traced to incompetent methodologies applied in introduction of the new product and ensure its sustained potential to meet the expectation of the prevailing market. According to Brandt (1999) there are some of the myriad of difficult issues are such as unfamiliarity to new brands, complex market positions inconvenient sourcing supply chains and poor marketing approaches.

Brand further notes that the only ways to counteract these issues are: Research, market research identifies market needs and wants, product features, pricing, decision makers, distribution channels, motivation to buy. They’re are critical to the decision process; proper timing, many products need to be timed to critical points in the business cycle. Miss it, and invite failure; testing, testing – marketing the new product ensures it has the features the customer wants; promotion, promotional programs like advertising, trade shows, promotional literature, technical literature, samples, incentives, Web site, seminars, public relations are essential as they support the introduction of the product.

Koenig (1997) observed that NPL demands an accurate look at the market place served, the company’s position in those market places and the company’s real engineering and manufacturing capability, plus a strong commitment to continuous change. The Company has to maintain this course while it manages day- to- day tasks. There must be strong resolve to dedicate a multifunction team to a project that may pay back only in the long term. On this basis Koenig stipulates 13 steps to the NPL process: Defining customer requirements (Opportunity identification), defining customer requirements, determining how requirements can be met, producing engineering drawings and specifications,