

新产品\_项目方案(NewProduct\_ProjectProposal) PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/65/2021\\_2022\\_\\_E6\\_96\\_B0\\_E4\\_BA\\_A7\\_E5\\_93\\_81\\_\\_c41\\_65315.htm](https://www.100test.com/kao_ti2020/65/2021_2022__E6_96_B0_E4_BA_A7_E5_93_81__c41_65315.htm) What: A template for creating a brief description of a new project or product idea, typically used as input to a project portfolio front-end “ go/no go ” decision process. Provides a consistent format for the capture and evaluation of new product and project ideas. Helps implement the front-end of a project portfolio selection methodology, where new project proposals can be rapidly and systematically compared with projects already in the start queue or in operation. Why: The NPP form (and an attached rough business case) provides a sanity check of this product idea -- how important is it to the customer and the company and provides a consistent format for making a quick evaluation, comparison, and decision-making by senior management on a large number of project proposals. Having a process for submitting these ideas also helps make sure that “ stealth ” projects aren't sapping your resources. (Do you really know what people are working on?) How: Encourage anyone to submit new ideas. Document any business justification understanding in a rough business case to go along with the New Product Proposal. Clearly label assumptions and guesstimates. Feed the proposals into a company system for reviewing new project ideas, prioritizing them, comparing with others in the “ start ” queue, and authorizing the highest priority projects. The NPP can get approval for further investigation if its important enough, and eventually even become a

full-fledged, approved and funded

project.-----

-----New Product/Project Proposal (NPP)

Form Contributed by Global Brain, Inc. from QRPD methodology

(www.qrpd.com)ORIGINATOR:

\_\_\_\_\_ DATE:

\_\_\_\_\_PROPOSED NAME OF PRODUCT:

\_\_\_\_\_1. Brief de s cription of proposed product/service and targeted selling price: 2. Why should our company do it now?3.

Possible markets or users and their potential:4. Technology: Whats

involved? Risks?5. Questions/items for further research:6. Should

this product schedule be accelerated?Why (market window,

competition, ROI calculation, etc.)? 100Test 下载频道开通 , 各类

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