

competitors while your promotional efforts would have to be increased to try and sustain the sales.

Maturity

[MKT827] A concept is an _____ of something

Idea

[MKT827] The Idea screening phase involves selecting the _____ with the greatest potentials for further review.

Ideas

[MKT827] A company which introduces a new product naturally hopes that the product will contribute to the profits and provide _____ for a long time.

Consumer satisfaction

[MKT827] New product idea could come from the company's _____ efforts.

Research and development

[MKT827] _____ refers to the decisions and activities intended to create and maintain a certain concept of the firm's product in customers' minds.

Product Positioning

[MKT827] Once the product concept passes the business test, it moves into product _____ stage

Development

[MKT827] The first step in new product development is _____

Idea generation

[MKT827] A product's position is the result of customer's perception of the product's attributes relative to those of competitive brands is _____

Perceptual mapping

[MKT827] At _____ stage of the product development, the technical problems if any must be solved.

Product designing and evaluation

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