



# Innovation and new product development

By Jörg-Stefan Schöttler

GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 212x149x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Otago (Marketing Department), course: Marketing 306, 5 entries in the bibliography, language: English, abstract: Excerpt: The following report details a proposal for a revolutionary new Breville product: a Click and Drain convenience pot. This report details the development of this innovative product from the initial Concept Development right through to a Financial Analysis and a Market Launch Strategy. Breville's new Click and Drain convenience pot is an ergonomically designed product to make draining boiling water from pots both safer and easier. This is achieved by clicking off one of the two ergonomically designed handles to expose water-draining holes. The Click and Drain is crafted in brushed stainless steel, and is made with a Quantanium(TM) non-scratch, non-stick interior. The glass Cook and Look(TM) lid of the new Click and Drain pot can be locked on for further convenience and safety. 48 pp. Englisch.



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