

# New Product Stage Gate Process

You would use this approach as part of the design and development of a new product.

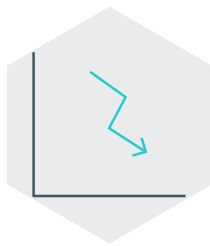
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## Projected performance gains



### Increased

- Success of new product designs.



### Reduced

- Time to market
- Inherent product costs.

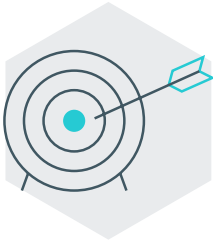


### Improved

- Inherent product quality
- Design for Manufacture
- Customer satisfaction / internal requirements for new products.

## What investment is needed to understand the concept?

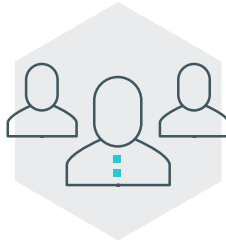
### DIFFICULTY



#### Medium

Requires some reading around the subject and a structured approach.

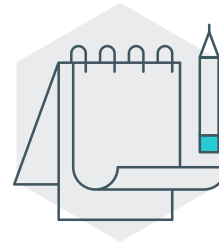
### ACTIVITY



#### Team

Best results come from a team of Procurement, Designers, Engineers, Finance and Assembly Operators.

### EQUIPMENT



#### None

No equipment is needed.

## Explanation of the concept

The idea behind a stage gate process is to have a very structured approach to new product design and development. It breaks the project up into several manageable and well understood “chunks”.

The “gates” are the review points in the design and development process where a go /no-go decision can be made:

- Go: OK to proceed to the next phase
- No-go: More work required to proceed to the next stage OR stop / abandon new product (worst case).

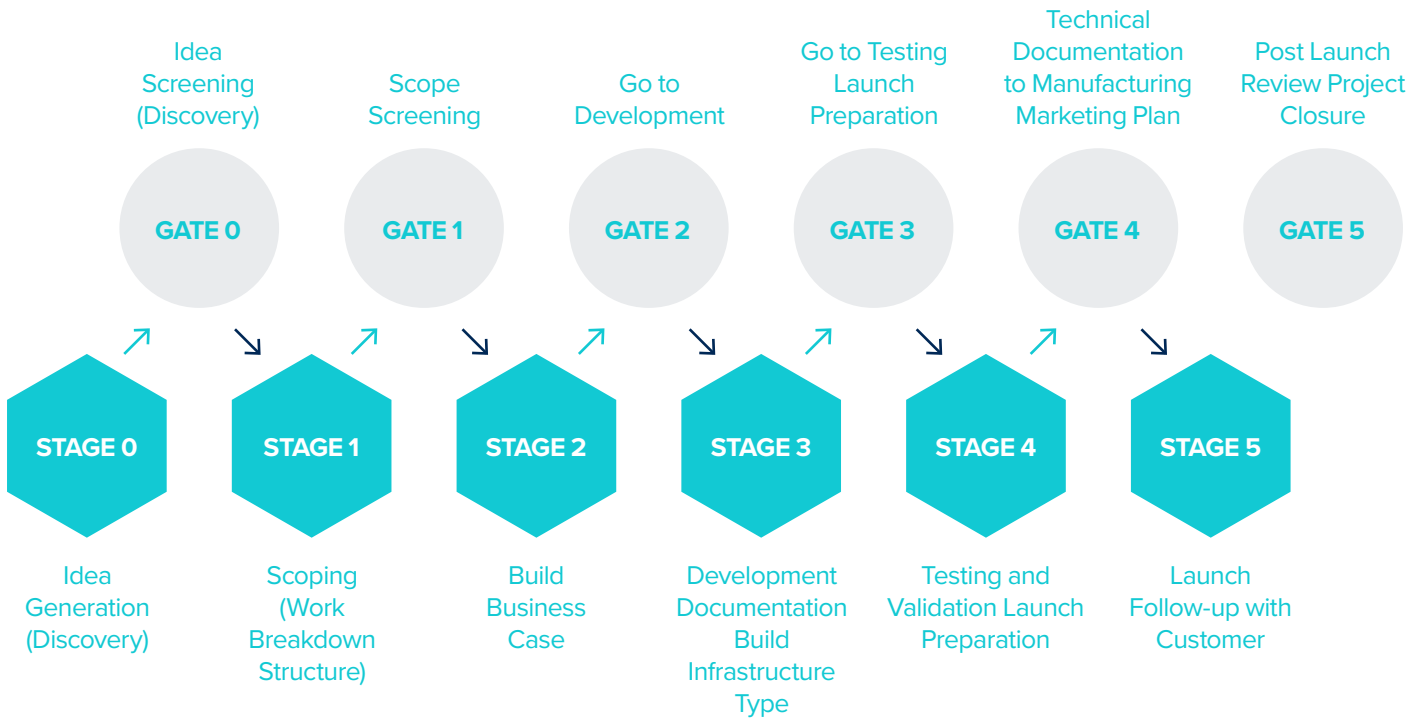
The underlying principle and question is:

1. Are we all happy to move forward to the next stage?
2. Can we support the decision with objective data / reasoning?

The example below gives an outline of what a Stage Gate process might look like:

## Explanation of the concept


### STAGE PROCESS MODEL DIAGRAM




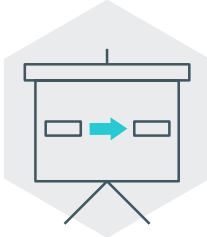
You can expect to consider the following as part of the process:

1. Coming up with an idea / concept for a new product
2. Understanding if there is a market for the new product
3. Developing a business case based on market size, product cost / sales price, margins, volumes etc
4. Creating a specification
5. Developing and testing a prototype
6. Reviewing overall product performance and costs / deciding to go into production.

## What action should I take?

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Gather together a group of Procurement, Designers, Engineers, Finance and Assembly Operators.
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Explain the concepts behind New Product Stage Gate Process.
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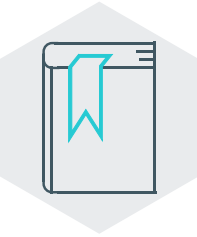
Use the process to project manage your next new product.

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## Recommended reading



Stage Gate in a Nutshell Video:  
[www.youtube.com/watch?v=FNlja0mpIDl](https://www.youtube.com/watch?v=FNlja0mpIDl)



Cooper, R.G. (2017). *Winning at New Product Design*. 5th Edition. Basic Books.  
ISBN 978-0465093328



[GC Business Growth Hub Factsheet 04: Design for Assembly \(DFA\) and Design for Manufacture \(DFM\)](#)  
[GC Business Growth Hub Factsheet 23: Voice of the Customer - The Kano Model](#)

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## Glossary

**Stage Gate:** A go / no go review point.

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For more advice, case studies and additional factsheets visit: [www.businessgrowthhub.com/manufacturing](http://www.businessgrowthhub.com/manufacturing)