Product Development Techniques. Edition No. 1

Description: The dilemma of Pakistan's textile industry is its inability to introduce its own brand names. Our industry majorly is buyer dictated in which products are made according to the requirements of customer. Our project is "discussing the product development techniques with reference to a Rotary printing machine". The correct concept of product development involves selecting the products first and then going for a setup but unfortunately in our case, machinery is selected first and then we run for orders. Furthermore, we have not introduced our own brand names. We usually confuse the concept of product development with buyer dictation. Product development is only applicable where you are launching your own products/brands and we haven't done that. In our project, we are discussing product development techniques specific to printing.

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