

**CRITICAL SUCCESS FACTORS IN NEW PRODUCT
DEVELOPMENT: A SURVEY IN MALAYSIAN
MANUFACTURING INDUSTRY**

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**CRITICAL SUCCESS FACTORS IN NEW PRODUCT DEVELOPMENT: A
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By

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Thesis Submitted to Othman Yeop Abdullah Graduate School of Business,

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ABSTRAK

Kepentingan pembangunan produk baru (NPD) kini berkembang secara radikal sejak akhir beberapa dekad, dan telah menjadi peneraju utama dalam persaingan di kebanyakan industri di seluruh dunia termasuklah di Malaysia. Dalam kajian ini hanya akan tertumpu pada faktor-faktor kritikal yang menjadi kunci kejayaan dalam NPD bagi sektor perkilangan yang telah menjadi enjin pertumbuhan ekonomi Malaysia selama lebih 30 dekad. Terdapat banyak faktor penting yang menyumbang kepada kejayaan dalam mengembangkan produk baru. Contoh faktor-faktor kejayaan kritikal seperti dalam sokongan pengurusan atasan, sokongan luaran, strategi NPD, dan pasukan NPD. Penyelidikan ini dibuat bertujuan untuk menguji hubungan diantara sokongan pengurusan atasan, sokongan luaran, strategi NPD dan pasukan NPD pada kejayaan NPD. Sebanyak 122 responden di pelbagai syarikat dalam industri perkilangan di Utara Semenanjung Malaysia menyertai dalam kajian ini dengan mengisi borang soal selidik yang diberikan. Dari hasil kajian tersebut terhadap faktor-faktor kritikal ini, keputusan mendapati bahawa pembolehubah-pembolehubah menunjukkan hubungan yang signifikan terhadap kejayaan NPD oleh para responden dari sektor perkilangan Malaysia.

ABSTRACT

The importance of new product development (NPD) has grown radically over the last few decades, and is now the leading driver of competition in many industries all over the world including Malaysia. This study only focuses on critical factors as key success in NPD for manufacturing sector that has been the engine of the growth of the Malaysian economy for the past 30 decades. There are many critical factors that contribute successful in developing new products. Examples of such critical success factors are top management support, external support, NPD strategies, and NPD teams. This study examined the relationship between top management support, external support, NPD strategies and NPD teams on NPD success. A total of 122 respondents in various companies within the manufacturing industry in Northern Peninsular Malaysia participated in this study by completing the survey questionnaire. From this study of critical factors, the results found that the variables show the significant relationship on NPD success by the respondents of Malaysian manufacturing sector.

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LIST OF ABBREVIATIONS

Abbreviations	The Name
NPD	New Product Development
R&D	Research and Development
GDP	Gross Domestic Product
CSFs	Critical Success Factors
SPSS	Statistic Package for Social Sciences
H	Hypothesis
N	Number

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION:

This study explores the critical success factors in new product development mainly in Malaysian manufacturing industry. In particular, it will talk about the relationship and significance factors of top management support, external support, new product development strategies and new product development teams in new product development success. This chapter contains the discussion on the background of study, problem statement, research objectives, research questions, significant and scope of study.

1.1 BACKGROUND OF STUDY

In Malaysia's manufacturing sector there is no end for nonstop development efforts especially in new product development (NPD). In order to accomplish the competitiveness level and innovative capability that up to the global standard, the manufacturing sector is trying to do its best. Malaysia also will be a country that manages to manufacture a higher tech, higher value added and more sophisticated products and

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