

**FACTORS AFFECTING NEW PRODUCT DEVELOPMENT  
SUCCESS: A STUDY ON MANUFACTURING SECTOR IN  
MALAYSIA**



**MASTER OF SCIENCE (MANAGEMENT)  
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**FACTORS AFFECTING NEW PRODUCT DEVELOPMENT SUCCESS: A  
STUDY ON MANUFACTURING SECTOR IN MALAYSIA**

**By**

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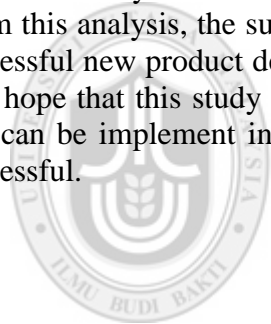
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## ABSTRACT

New product development has become significantly important for the manufacturing industries. It's the important factors to drive the success or failure of a company where growth and development of the company are solely depend on its ability to introduce the new product. Therefore, the new product development is the criteria that cannot be questioned by the company in maintaining a competitive advantages. The modern business environment nowadays are focused on the development and integration of the supply chain. Supply chain has become an important topic which emphasis on variables that might affect the company and the new product development. This study aims to determine the relationship between some of the supply chain variables that might affect the growth of new product development for the manufacturing industries. There are many important factors in the supply chain where it has contributed to the new product development success. For this study, the factors that been identified are the communication, logistics, supply chain strategy, product development strategy and the top management supports. A total of 238 respondents in various companies within the manufacturing industry in Malaysia's manufacturing sectors has participated in this study by completing the questionnaire survey. SPSS was use to analyze the data and hypothesis testing using several statistical analysis such as reliability analysis, correlation and regression analysis. From this analysis, the supply chain variables showed a significant relationship to the successful new product development in the view of Malaysian manufacturing sectors. It is hope that this study will be beneficial the others in understanding the key terms and can be implement into the new product development so that it is become more successful.



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**Keyword:** Supply Chain, Communication, Logistic, Supply Chain and Product Development Strategy, New Product Development

## ABSTRAK

Pembangunan produk baru secara ketaranya telah menjadi penting bagi industri pembuatan. Ia adalah faktor yang penting untuk memacu kejayaan atau kegagalan syarikat dimana pertumbuhan dan perkembangan sesuatu syarikat itu adalah bergantung kepada keupayaannya untuk memperkenalkan produk baru. Oleh itu, pembangunan produk baru adalah kriteria yang tidak boleh dipersoalkan oleh syarikat dalam mengekalkan kelebihan daya saing. Persekitaran perniagaan moden pada masa kini memberi tumpuan kepada pembangunan dan integrasi rantaian bekalan. Rantaian bekalan telah menjadi topik yang penting dimana penekanan kepada pembolehubah yang mungkin memberi kesan kepada syarikat dan pembangunan produk baru. Kajian ini bertujuan untuk mengenal pasti hubungan antara beberapa pembolehubah rantaian bekalan yang mungkin mempengaruhi pertumbuhan pembangunan produk baru untuk industri-industri pembuatan. Terdapat banyak faktor rantaian bekalan yang penting dimana ianya menjadi penyumbang kepada kejayaan pembangunan produk baru. Untuk kajian ini, faktor-faktor yang telah dikenal pasti adalah komunikasi, logistik, strategi rantaian bekalan, strategi pembangunan produk dan sokongan daripada pengurusan atasan. Seramai 238 responden dari beberapa syarikat di dalam industri pembuatan dalam sektor pembuatan Malaysia telah mengambil bahagian dalam kajian ini dengan melengkapkan borang soal selidik kajian. SPSS telah digunakan untuk menganalisis data dan pengujian hipotesis dimana ianya menggunakan beberapa analisis statistik seperti analisis kebolehpercayaan, korelasi dan analisis regresi. Daripada analisa tersebut, pembolehubah rantaian bekalan telah menunjukkan hubungan yang signifikan kepada kejayaan pembangunan produk baru mengikut pandangan sektor pembuatan di Malaysia. Adalah diharapkan supaya kajian ini dapat memberi manfaat kepada orang lain dalam memahami terma-terma dan melaksanakan ke dalam pembangunan produk baru agar ianya lebih berjaya.

**Kata kunci:** Rantaian Bekalan, Komunikasi, Logistik, Strategi Rantai Bekalan dan Pembangunan Produk, Pembangunan Produk Baru.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

In the modern business atmosphere, the world has become borderless and full with new successfully product. With the advances in engineering and internet technology, the company has distributed their development and production of their product towards offshore sites and with global outsourcing partners while still maintaining their quality, price and other product criteria through the tightly controlled process. As a consequence, the multinational company has executed their research and development in various aspects such as technology and manufacturing integration in order to maintain the product quality as same as the parent company in offshore and effective outsourcing of raw material, product and technological partners. Hence, the idea of effective and integrative applying of supply chain theories has emerged in the multinational company and this has been put as an important criteria of consideration in any development or development of product.

Supply chain is the key important of the company which is critical to company's ability to compete effectively with other. Supply chain is the whole process of raw materials movement and storage, inventory process and the finished goods from the origin which usually the manufacturer to the consumption which usually the customer (Qrunfleh and Tarafdar, 2013). In the competitive environment, the markets are more to internationalize with high level and dynamic customers. These customers' demands more varieties, high value added, better quality and efficient delivery of the product.

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