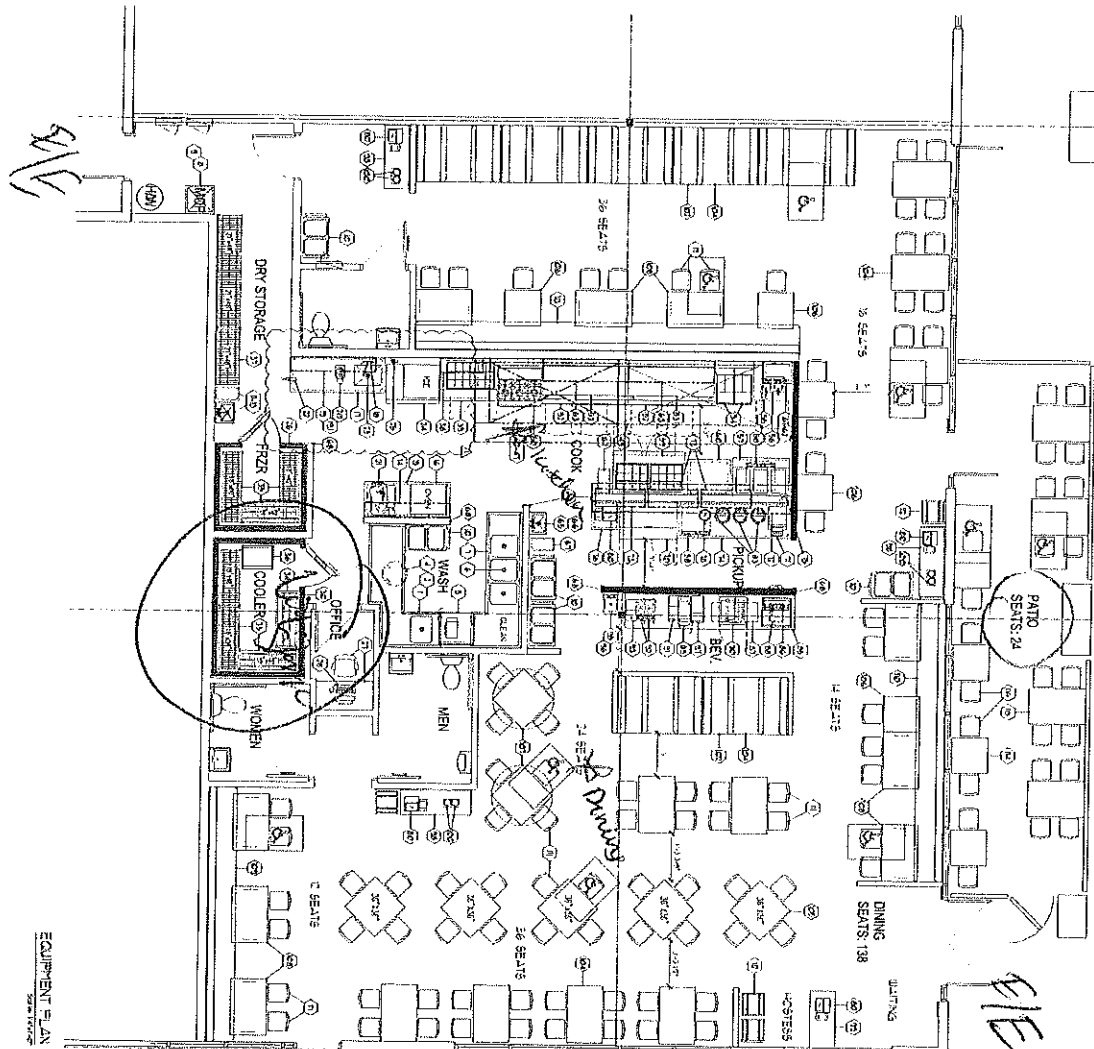


Diagram illustrating the location of the building. The building is shown as a rectangular structure. A line connects the building to a small circle labeled 'A'. Another line connects the building to a small circle labeled 'B'.

1. The first step in the process of the development of a new product is the identification of a market need. This is often done through market research, which can be conducted in a number of ways, including surveys, focus groups, and interviews.
2. Once a market need has been identified, the next step is to develop a concept for the product. This involves creating a detailed description of the product, including its features, benefits, and target market.
3. The third step is to conduct a feasibility study. This involves assessing the technical, financial, and market viability of the product concept. This is often done through a series of tests and experiments.
4. If the feasibility study is positive, the next step is to develop a business plan. This involves creating a detailed financial and marketing plan for the product, including a budget, sales forecast, and marketing strategy.
5. The final step is to launch the product. This involves creating a marketing campaign to promote the product, and then distributing the product to the target market.



SUPPLEMENT 12A

9/10/15 REV 1 SET

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