Abstract:

Today enterprises continuously have to come out with new products to retain competitiveness and to ensure sustainable growth. The competitive environment is characterised by global competition, increasing innovation dynamic, and shortened product life time. In the contribution a method shall be presented, which was developed to help SMEs finding new product ideas in a systematic but still comparatively short way. By the method of network portfolio analysis a strategy of synergetic diversification shall be supported. New business opportunities shall be identified by analysing existing, successfully established product portfolios of competing companies. As well, companies are supported in getting an in-depth inside of their competitive environment. In the following section the methodological approach will be presented in detail. Afterwards the application of this method will be demonstrated in a case study. Finally conclusions on the method and its application will be presented.

Stichworte:

strategic product planning; product portfolio management; Design Structure Matrix
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