

## ABSTRACT

Intense competition, rapid technological change, shifting patterns of consumer needs and market opportunities compel firms to continually develop and launch new products, if not for profit, at least for survival. The focus of this study is to identify the general key factors to the success or failure of new product launches. Some of the key factors to a successful new product launch are a strong market and consumer orientation of new product process, in-depth internal and external analysis, clear product positioning and differentiation with proper planning and the implementation of the marketing plan. A case study is discussed in this report for better understanding of the new product launch.

The case study reveals that the actual approach to a new product launch by a Japanese company in Malaysia is rather different from the general theories or conceptual framework of the new product launch in terms of flow or steps of the process. Rather than a step-by-step approach, a simultaneous five factor approach is used. The five factors are: setting marketing objectives, conducting internal analysis, performing competitive analysis, preliminary product testing and carrying out cost/price analysis. Regardless of the flow or process of the approach, all the marketing plans and activities reflect a close association with the general key factors of a successful new product launch.