

## Evaluating New Product Development Processes in the Food and Beverage Manufacturing Sector of Trinidad and Tobago

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(Received 11 September 2018; Revised 12 April 2019; Accepted 08 May 2019)

**Abstract:** This paper describes a study of the new product development process within the food and beverage manufacturing sector of Trinidad and Tobago. A total of twenty-three (23) companies agreed to participate in the study. They were contacted using the Trinidad and Tobago Manufacturers' Association (TTMA) database and social media. Current models and practices for the new product development process were evaluated and analysed and key activity stages were selected for the study. The stages that were assessed were market assessment, idea screening, prototyping, core development, testing and industrialisation. The findings revealed that the companies focused heavily on the industrialisation stage and did not uniformly adhere to the other stages of the process. It was also found that the companies lacked formal sensory programmes. It is recommended that companies improve their new product development practices to align with best practice. In addition, an integrated sensory framework could be used to quantify the sensory characteristics at each key stage of the product development process.

**Keywords:** New Product Development Process, Design Process Improvement, Descriptive Sensory, Food and Beverage Manufacturing