

RAZVOJ NOVOG PROIZVODA POD UTICAJEM E – BIZNISA

NEW PRODUCT DEVELOPMENT UNDER THE INFLUENCE OF E – BUSINESS

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Rezime

Cilj rada je prikaz modela kojim se na efikasniji način kreira niz povratnih veza između tržišta i razvojnog sektora kompanije sa ciljem kreiranja novog proizvoda. U današnjem poslovnom okruženju, novi proizvod ima izuzetno veliki značaj za kompaniju. Međutim, novi proizvod mora biti prihvaćen od strane tržišta jer u suprotnom kompanija gubi tržište. Gubitak profita kompanije nije toliko veliki problem koliko je problem gubitak kupaca. Jednom kada se kupci razočaraju u brend, tada ih je jako teško povratiti nazad. Predloženi model kreiranja novog proizvoda po osnovu tržišnih informacija je u skladu sa ukusima potencijalnih potrošača.

Ključne reči: novi proizvod, e-biznis, Internet, tržišno učešće, istraživanje tržišta

Summary

The scope of this paper is introduction of the model for efficient way of creating various feedbacks between market and R&D department of company for creating a new product. In today business environment new product is of extreme importance for company. However new product must be accepted by market otherwise company is losing a market share. Losing profit is not as big a problem as the problem of losing customers. Once customers are disappointed in the brand then it is very difficult to recover them back. This proposed model for creating new product based on Market signal is followed according to tastes of consumers.

Keywords: new product, e-business, Internet, market share, marketing research

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