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REENGINEERING OF PRODUCT DESIGN

Dr. Nazima Afzal Nzaad

Abstract

The current business era which has been embroidered with frills of competitiveness constant changes in customer psychology all these aspects stresses upon bold rethinking of production function therefore companies adopt concept of reengineering of product design strategy to bring changes in the existing product pattern now it would become necessary to state that the demands of competition theory allows competitors of the competitive marketers to have competitive advantage for the purpose of having uniqueness in perspectives of product or service which may leads to enjoy monopoly status for certain period in the competitive market because every new model of product launch makes the competitor to redefine its product strategy and competitor will launch more advance product then the existing product of competitive market for this regard R & D department of company conduct research process to generate new ideas for the purpose of developing innovative product to modify existing product pattern by means of technological advancement for the purpose of satisfying emerging needs and wants of customers therefore to refrigerator manufacturing companies suggested to launch a modified model for refrigerator which is combination of both hot and cool the upper half of this machine is responsible for cooling power and lower half is responsible for hot this model benefits to working women when they reached home they find grub at consumable temperature this innovative model seeks protection under legislation of patent law for the purpose of protecting rights of inventor.

Keywords: Reengineering technological advancement; Emerging trends; Psychology; Competition; Product redesign.

The establishment of a corporation is a social contract which have an obligation for both corporation and customers along with consideration price and product respectively, and it becomes necessary to state that the product is bundle of benefits for customers but Phillip kotler the marketing guru says in his book marketing management as “A product is any thing a commodity or a service or an idea” from the above definition of product given by Phillip kotler it is clear that commodity or service can be the product but how could be an idea have the status of product the answers for the questions would be creation of an idea Is the result of employment of intellectual capabilities which support generation of an idea these ideas became the back bone of business success, what an idea sirji, therefore an idea can be considered as product because it satisfy synonymous

provisions of production deployment of input which undergoes into process of production and resultant output is considered as product, products are emotionally attached with customers.

Jab ghar ki Raonak, Bhadani ho to nerolac paints.

Aab ki bar diwali ho to cadbury's celebration.

Therefore products have great attachment with feelings and emotions of customers this kind of attachment is the result of satisfaction which the customer derives out of product customer satisfaction is the result of an equilibrium between cost minimization and customer satisfaction and even satisfaction influence customer behavior which may subsequently leads to spread of positive word mouth communication about product which do have an Isomeric impact on purchase and repeat purchase, therefore customer satisfaction is a matter of paramount consideration for the producer or the company, customers are seemingly rational but in reality the decision of customers are influenced by certain factors which may have impact on purchasing decisions of customers, these factors are none other than introducing changes in the existing product design Flip Kart, CEO Binny Bansal rightly states that "change is my new success mantra" this aspects of changes should takes place in existing standards of technological advancements product design etc, because human beings have unique psychological makeup tryst up with mercurious changes these changes do prefers changes in products.

Pepsodent germ check + gel

Your skin is glowing is it love – no dove

Dove with pink.

It is the demand of human psychology to prefer changes in the existing product pattern therefore now it becomes necessary for the companies to adapt concept of changes for the purpose of sustainability in the competitive market because, competitiveness is the compelling agenda these were the words spoken by Mr. Y.C Deweshwar Chairman ITC Ltd, on the event of Annual general meeting and even theory of competition also state if one of the competitor launch product X the firm which wants to become compatable in the competitive market has to launch X⁺⁺ and the competitor has to adapt 2X⁺⁺ and these changes may leads to infinity.

Samsung mobiles, Note & S-services, with this adoption of changes the companies tries to enjoy competitive advantage in the competitive market,

complan plane

chocolate pista badam kesar badam mango



Kellogs chocus, Strawberry honey

The companies which did not adopt the concept of changes did not survive in the competitive market. Allwyn refrigerator: the Allwyn company was producing refrigerators without any change in the existing product pattern for a long time because of this. Allwyn Pack back from competitive market: here in this scenario, now it is a mandate to state that the various stages of the product life cycle (PLC) which commence introduction, which has an evidentiary impact of an overwhelming response of customer with a great increase in percentage of sales with transformation to growth, development, and maturity, finally metamorphosis, translation towards decline, it is the stage which strategically emphasizes upon bold rethinking of production function of a company along with consideration of data available from dissemination of information led by marketing research of a company, to know about changes in customer psychology and also estimation of potentiality of demand, all these aspects stress upon bold rethinking of product strategy adaptation and role of R & D department of company becomes accelerated so that the decision of modifying existing product has been taken into consideration. The first step would be in this regard is generation of an idea which automatically transformed to product development processes and finally prototype will be developed and a new modified product will be launched with technological upgradation and design fascination in its existing pattern. This is the time where the company needs legal protection under the ambit of patent law which gives exclusive protection of rights of an inventor, patent literally means to open which is an antonym of hide specifically for the purpose of protection of inventor's rights with an exploration of patentability criteria's novelty, utility, nonobviousness, and an industrial application. The term of protection is 20 years and in case of pharma patents 27 years, the additional 7 years as marketing exclusivity and if it is the case the inventor is not utilizing invention at that point of time the invention may fall in public domain under the provisions of compulsory license. In this regard the inventor itself has to produce invented products and must be licensed to other producers. The new developed product must have an attractive packaging which is considered to be the 5th P of marketing mix apart from price, product, placement, and promotion, the new developed packaging can also seek protection under the ambit of legal regime copyright which is for literary, dramatic, and artistic purposes. Therefore, companies do adapt the concepts of product modification, addition, and technological advancements. Samsung refrigerator inverter door in door with water filter, Godrej refrigerator Pentacool Cold Gold with PUF, now the question arises what changes would be adapted in the existing product pattern specially in context of refrigerator because already inverter door in door with water filter are sustaining in the competitive market because Samsung and electro

lux, godrej, have more advance features in perspectives of refrigerators in this scenario there is a need to launch refridge heater a machine with the combination of both hot and cool a king size refrigerator with upper half is responsible for cooling power along with different compartments for different articles where as lower half is responsible for hot this is the compartment along with micro wave oven technology associated with non stick bowls to keep cooked food stuff at consumable temperature because in modern era of business where majority of women working in different organizations in the evening time when these women reached home they consume food at consumable temperature this particular invention will definitely attracts the large number of customers and there may be a probability of deviating customer loyalty from other products and this definitely benefits customers to greater extent this aspect leads to creation of brand image in the minds of customers which is nothing but value proportionate with value delivery system.

CONCLUSION

The present scenario of competition which emphasizes upon bold rethinking of production function therefore companies tries to adapt concept of reengineering of product design with addition of more beneficial characteristic features along with technological advancement by means of bringing enormous changes in the existing product pattern, this particular strategy attracts attention of customers towards the product and maintain customer loyalty therefore redesign of product is the necessary step to be initiated by the companies by keeping in view the emerging trends of customer psychology which do prefers change in the existing product pattern.

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