

**The Study of Early Supplier Involvement in New Product
Development Process: Perspective of Pharmaceutical Industry**



BY:

Name: Hasnain Safdar Enrollment: 01-220112-007

SUPERVISOR:

Mr. Salman Hassan Qaiser

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**Department of Management Sciences (GS)
Bahria Institute of Management and Computer Sciences**

Bahria University Islamabad

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DEDICATION

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ABBREVIATIONS AND ACRONYMS

SCM	supply chain management
NPD	new product development
PLM	product life cycle management
CE	concurrent engineering
CPD	collaborative product development
SVEA	support in value/engineering activity
SDPS	support in development of product specification
ESI	early supplier involvement

ABSTRACT

This descriptive study was done to investigate the impact of early supplier involvement in new product development process. In order to study numerous pharmaceutical companies at a time located in the region of Rawalpindi and Islamabad in this cross sectional type of research, quantitative research methodology was used for data collection with the help of adopted structured questionnaire. Moreover, to evaluate this complex phenomenon and then present a clear picture of it, the collected data was analysed with the help of SPSS software having various statistical tools and techniques to derive Mean, Standard deviation, correlation and ANOVA for the purpose to test the hypothesis and fulfil the research objectives. In this research thesis, results showed that taking the technological expertise from suppliers in early supplier involvement showing improved performance of new product development process. Likewise, research revealed that new technological identification by suppliers in early supplier involvement showed enhanced performance of new product development process. This study gave the evidence that the support of suppliers in development of product specification showing superior performance in new product development process and support in value/engineering analysis by suppliers has positive impact on new product development process. In the light of findings and analysis of data, it reveals that there is positive impact of early supplier involvement in new product development process.

Keywords: early supplier involvement, technological expertise, new technological identification, product specification, value and engineering analysis, new product development.

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