

**EVALUATING THE EFFECTIVENESS OF THE NEW PRODUCT
DEVELOPMENT PROCESS FOLLOWED BY MULTITECH BUSINESS
SCHOOL**

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ABSTRACT

This study is to evaluate the effectiveness of the new product development process followed by Multitech Business School with a focus on idea generation, product development, market testing and commercialization. The study design was cross sectional. Quantitative data was collected and primary sources of data were used to collect this data. Findings revealed that idea generation at Multitech Business School was not properly conducted. Besides that, product development at Multitech Business School had shortfalls that could render new product development a failure. More so, market tests for new programmes at Multitech Business School were not conducted. Nevertheless, new product launching at Multitech Business School had shortfalls that render new product development a failure.