

New Product Development Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a new-product-development plan — concept and target, formulation/sourcing, prototyping and testing, costing, pack and compliance, and a launch-readiness gate — so a product idea reaches the shelf systematically. Use it to develop a new product. For the market launch use the FMCG Brand Launch Plan.

Purpose of this tool & output

Take a product idea from concept to shelf

How the output is used

Use it to take a product idea from concept to shelf — a new-product development plan across formulation, pack, testing and launch.

Important cautions

Do not skip stability and consumer testing; a rushed formulation fails on shelf or in complaints.

Companion documents

- Packaging Design Brief
- Label & Legal Metrology Compliance Check
- FSSAI Product & Licence Compliance
- Contract Manufacturing / Co-Packing Setup
- Shelf-Life & Stability Planning
- Product Cost / Value Engineering

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.