

PROJECT MANAGEMENT FOR NEW PRODUCTS LAUNCHING PROCESS

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In our paper, we revealed the role of the supply chain management and customer relationship management in the planning of a successfully project associated to new products launching process. The management of the project is facilitated by specialized software, in order to emphasize the Gantt Chart associated to the main activities.

We also allocated specific resources in view to achieve the project's objectives; the software allows the resources scheduling and leveling, if it is necessary.

The integration of the SCM and CRM systems in the Project management provides an efficient consumer response for the new products launched on the market. These systems involved in the project are designed in a manner which reveals the collaboration between R&D, marketing, financial and IT specialists.

In order to exploit its strategic dimension, we proposed to the project manager to promote the objectives and its associated tasks by taking into account the organizational culture of the company. The promotion plan will be focused both on the online and offline environments, as the number of potential customers for the new launched products using Internet increases exponentially.

References

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