• Scanning and assessing ideas in order to eliminate the less appealing suggestions.

3. **Concept testing**

• Once an idea has been accepted at the internal screening stage it needs to have some external endorsement.

• It is a printed or filmed representation of a product. It is a device to communicate the subject’s benefits, strengths and reasons for being.

4. **Business Analysis**

• The specific product concept details must be highlighted in order to figure out the right budget and the appropriate marketing strategy.

5. **Product development**

• It requires significant investment in order to allow product demonstrations, trial and performance assessment and usage testing.

6. **Test Marketing**

• It involves monitoring the target market reactions towards the new product.