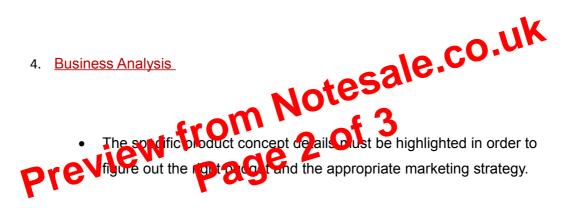
- Scanning and assessing ideas in order to eliminate the less appealing suggestions.
- 3. Concept testing
 - Once an idea has been accepted at the internal screening stage it needs to have some external endorsement.
 - It is a printed or filmed representation of a product. It is a device to communicate the subject's benefits, strengths and reasons for being.



- 5. <u>Product development</u>
 - It requires significant investment in order to allow product demonstrations, trial and performance assessment and usage testing.
- 6. <u>Test Marketing</u>
 - It involves monitoring the target market reactions towards the new product.