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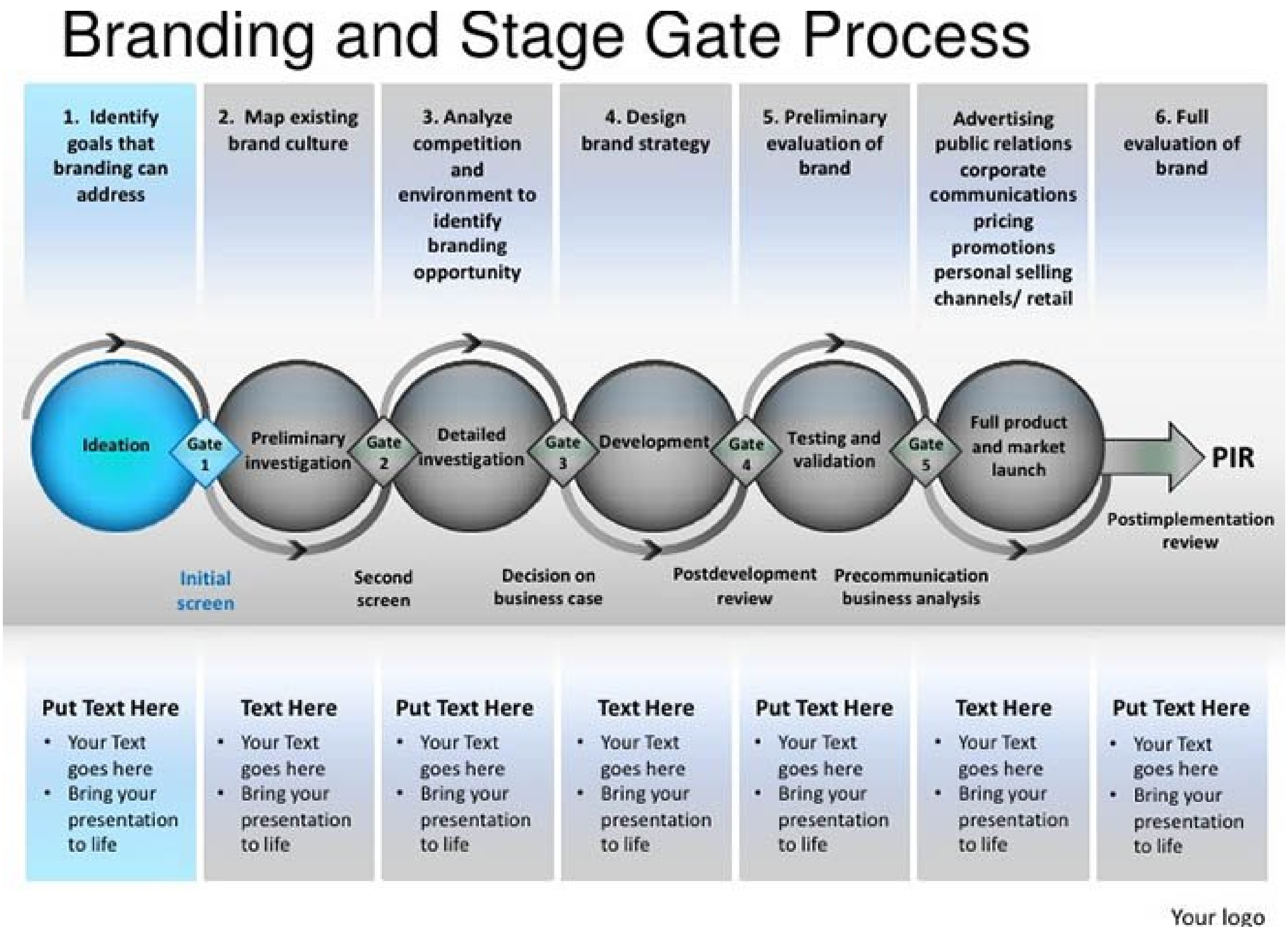
Stage-Gate [illegible]


Branding and Stage Gate Process
1. Identify goals that branding can address
2. Map existing brand culture
3. Analyze competition and environment to identify branding opportunity
4. Design brand strategy
5. Preliminary evaluation of brand
Advertising public relations corporate communications pricing promotions personal selling channels/ retail
6. Full evaluation of brand
Ideation
Gate 1
Preliminary investigation
Gate 2
Detailed investigation
Gate 3
Development
Gate 4
Testing and validation
Gate 5
Full product and market launch
PIR
Postimplementation review
Initial screen
Second screen
Decision on business case
Postdevelopment review
Precommunication business analysis
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[illegible]. Stage-gate [illegible]. stage-gate [illegible] (ad hoc) [illegible].

Stage-gate [illegible].

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[illegible]

[illegible] 95

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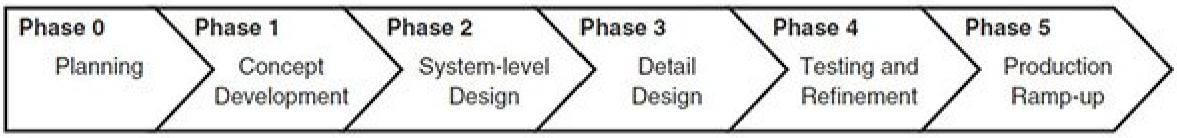
[illegible] (gate) [illegible] 0 [illegible] 5 [illegible] «[illegible]»



[illegible] 1. [illegible] Stage-Gate

[illegible] (Planning)

[illegible]

[illegible] 1 [illegible]

[illegible] (Concept Development)

[illegible] PDS [illegible] Product Design Specification [illegible] PDS [illegible] (QFD) [illegible]

[illegible] (System-Level-Design)

[illegible] 2 [illegible] (embodiment design) [illegible]

[illegible] 2. [illegible]

[illegible] ([illegible]) [illegible]

[illegible]

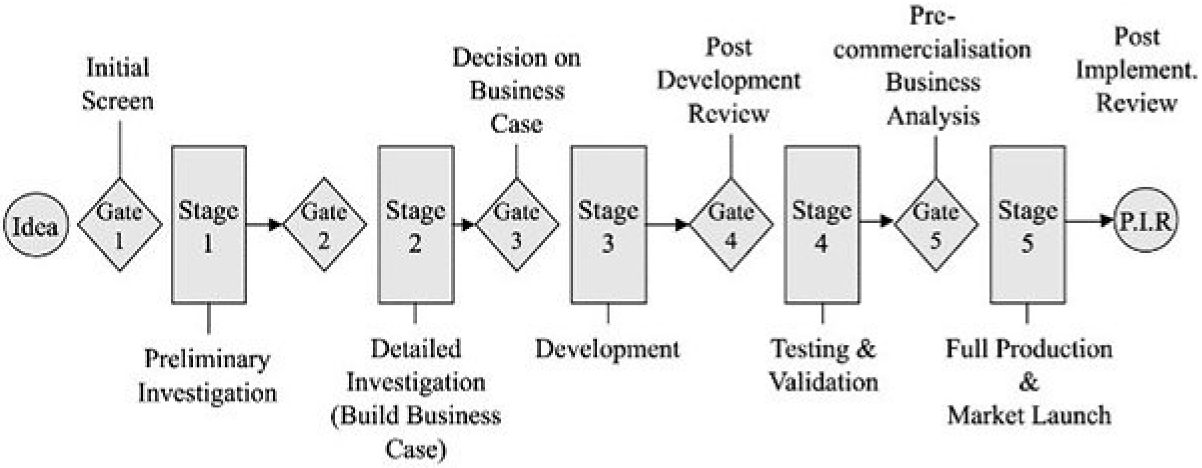
[illegible] (Detail Design)

[illegible]

[illegible] Control Documentation [illegible]

[illegible] (Testing and Refinement)

[illegible] (Prototype) [illegible]


Initial Screen
Decision on Business Case
Post Development Review
Pre-commercialisation Business Analysis
Post Implement. Review
Idea
Gate 1
Stage 1
Gate 2
Stage 2
Gate 3
Stage 3
Gate 4
Stage 4
Gate 5
Stage 5
P.I.R
Preliminary Investigation
Detailed Investigation (Build Business Case)
Development
Testing & Validation
Full Production & Market Launch

[illegible] 3. [illegible] stage-Gate

[illegible] 4 [illegible]

[illegible]

[illegible] Production Ramp-Up (Launch)

[illegible] 5 [illegible] Ramp-up Production [illegible] [illegible] (Learning Curve) [illegible] Ramp-Up [illegible] [illegible] 6 [illegible] 12 [illegible]

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Sharing Files in Windows 10
Presented by Microsoft in Education

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Google DeepMind
Challenge Match
8 - 15 March 2016

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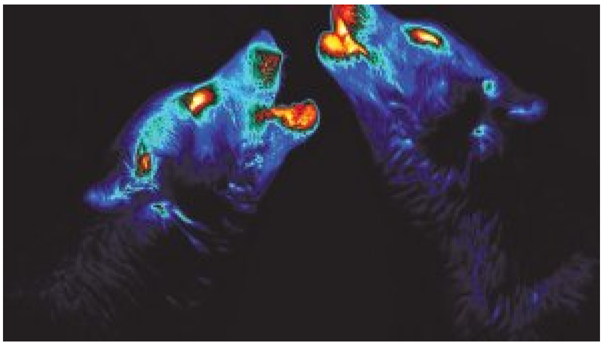

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Stage-Gate - [illegible] - [illegible] - [illegible] - [illegible] - [illegible]

[illegible]: https://www.shabakeh-mag.com/workshop/4661