



## A Study on Product Development in Switching Technologies Gunther Ltd., Chennai

### KEYWORDS

Product development, Quality and design, Price, Sales and Service

**S.VELAYUTHAM**

Ph.D Research Scholar, Department of Management Studies, Vels University, Chennai, Tamilnadu

**Dr.S.SARAVANAN**

Principal, International Maritime Academy, Jamin Korattur, Pudhuchatram, Chennai, Tamilnadu

**ABSTRACT** *Designing and marketing new product is vital to a company's health. Hence new product is considered to be the cornerstone of the long term survival and prosperity of many organizations. The rapid technological changes shifting patterns of the world market opportunities and the intense competitions compel the business firms to continuously develop new product and services for their survival. New product become part and parcel of the growth requirement of the firm and in many cases, new profits come to the firm only throw new product. Technologists think there is shortage of fundamental new technologies on the order of the automobile, T.V. Computer and drugs. New products have to increasingly satisfy public criteria in addition to promising reasonable profits. They must be designed with consideration given to consumer safety and compatibility.*

*The descriptive research includes surveys and fact – finding inquires of different kinds. The major purpose of descriptive research is the description of existing state of affairs. In social science and business research, we quite often use the term ex post facto research for descriptive research studies. The method of research utilized is descriptive research. Simple random sampling is the simplest of the probability sampling techniques. It requires a complete sampling frame, which may not be available or feasible to construct for large populations. Primary data are collected by the first hand for a specific purpose by the researcher the study is based on the primary data. The data has been collected by distribution of questionnaires to the respondents. The questionnaire consisted of 17 questions. It was distributed among 90 respondents. Secondary data collected from the profile and brochures of the company. It includes those data which are collected for some earlier research.*





