


## Effects of product development decision-making process on the supply chain

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**Abstract:** The constantly changing markets, company competitiveness, and the complexity in new products development are forcing companies to reconsider their strategic approach to the product development process. Product development decision-making related to product modularity, component commonality, and design re-use is important for balancing costs, responsiveness, and quality, including key product development process objectives. However, an organization's ability to develop new products through technological responses and their ability to meet customer needs does not guarantee the survival of market stability. Today, business success is dependent on the companies' strategic relationships with their customers and suppliers, to create value for developing products and to obtain a better market-share. Within this setting, the present paper aims to assess the effect of the product development decision-making process on the supply chain, in five Brazilian companies. This assessment is based on a reference model for the product development process in a Supply Chain Management environment.

**Keywords:** product development process, supply chain, reference model, life cycle management

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