

The Role of the Technological Innovation in the Development of New Products: A Study in the Food Industries

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Abstract: The aim of this work is to describe companies of the food sector in relation to the effort for technological innovations towards the development of new products. A qualitative survey using studies concerning this matter was conducted in three companies of this segment. They were located in two important centres with a large production and consumption rate. The analysis of the results showed that there is more technological innovation in process than in product. The aim of developing new products was mainly to improve those already existing. The result of this was some alterations in taste and better packaging. Using technology led to organizational changes and suitability of the plant layout. The companies share a little in the cooperative arrangements, however when they do this they look for some universities near the plants. The greatest difficulties for technological innovations were costs, economic risks and the possibility of rejecting products.

Keywords: development of new products, technological innovation, food industry

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