


## A preliminary NPD analysis in a steel company

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**Abstract:** The steel industry is under an intense pressure to introduce new products. This justifies a growing concern with the effectiveness of the new product development (NPD) process, in which performance depends on various factors found in the literature. In the case of the steel industry, one of the relevant factors is the manufacturing process design, not only because this is a continuous process but also because it involves significant investments to prepare for production. Thus, this paper conducts a critical analysis of the process design stage in a company from the steel industry sector. It proposes identifying the organizational practices and their respective interfaces, involving areas of marketing, product engineering and manufacturing. It also considers the way multifunctional teams are integrated, the decision making process, and the criteria used to evaluate the NPD results. The paper concludes that the company adopts organizational practices that create a framework for NPD and that the integration of functional areas is one of the success factors within NPD.

**Keywords:** product development process, process design, metal industry

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