

Nugget The Product Creation Process

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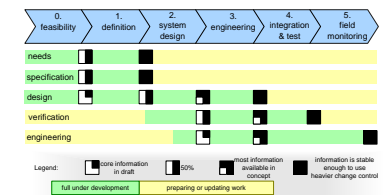
Abstract

The Product Creation Process is described in its context. A phased model for Product Creation is shown. Many organizations use a phased model as blueprint for the way of working. The operational organization of the product creation process is discussed.

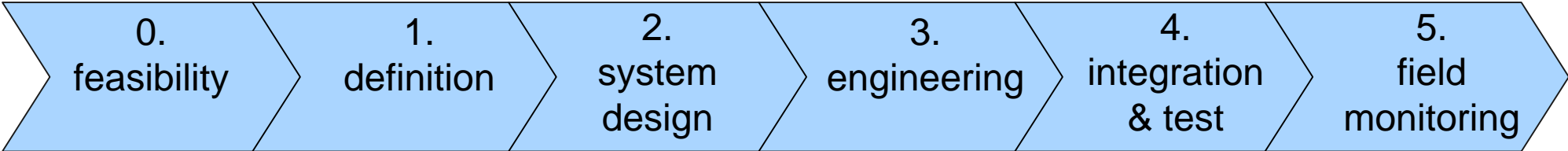
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August 16, 2025
status: concept
version: 0



Phasing of the PCP at Business Level



sales

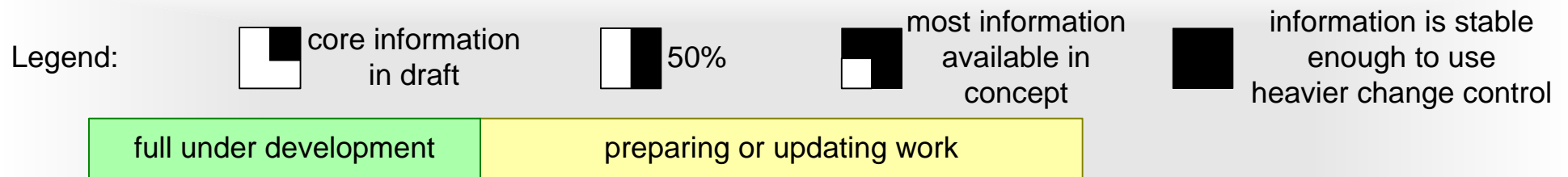
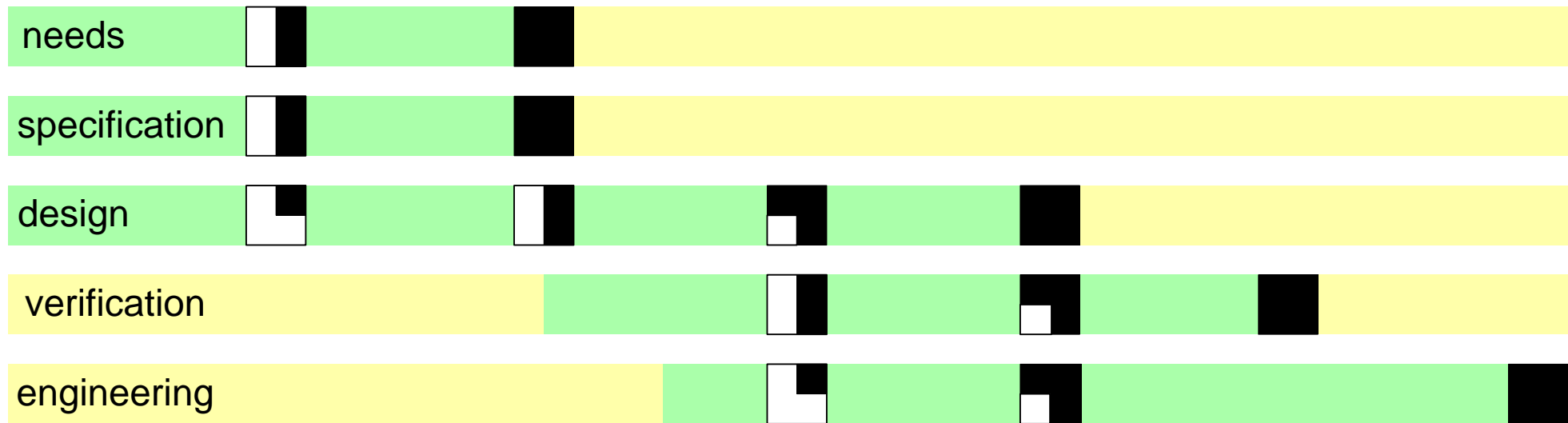
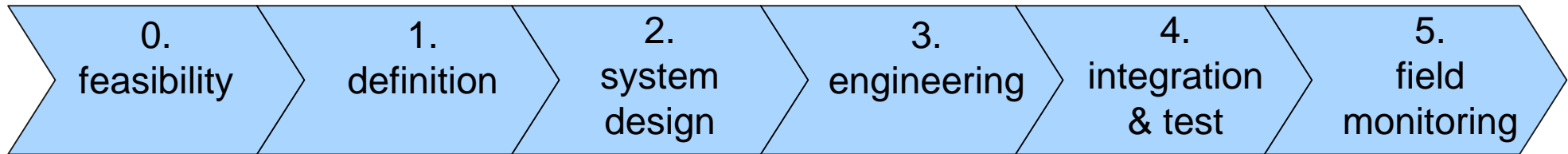
logistics

production

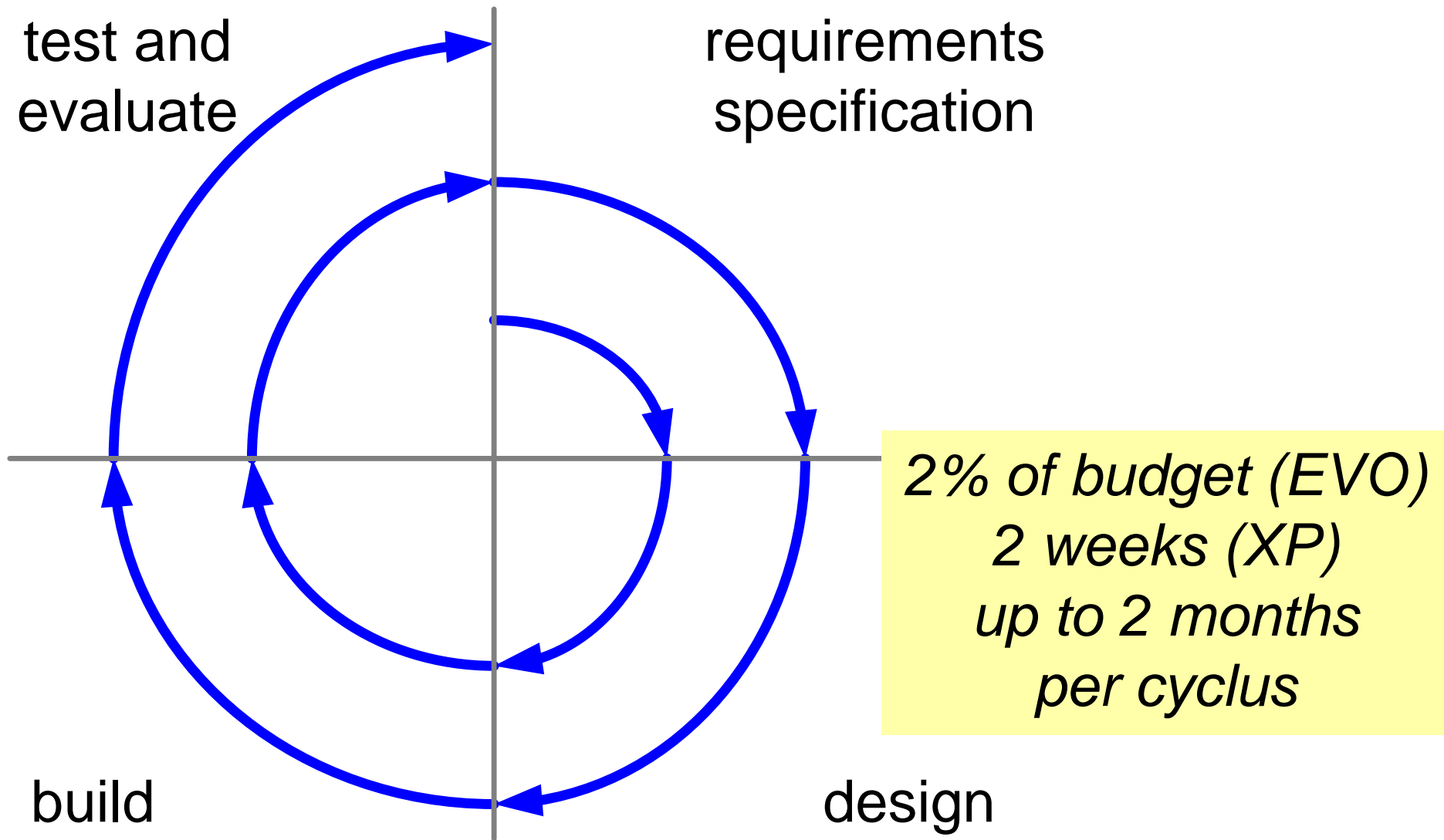
service

development & engineering: marketing, project management, design

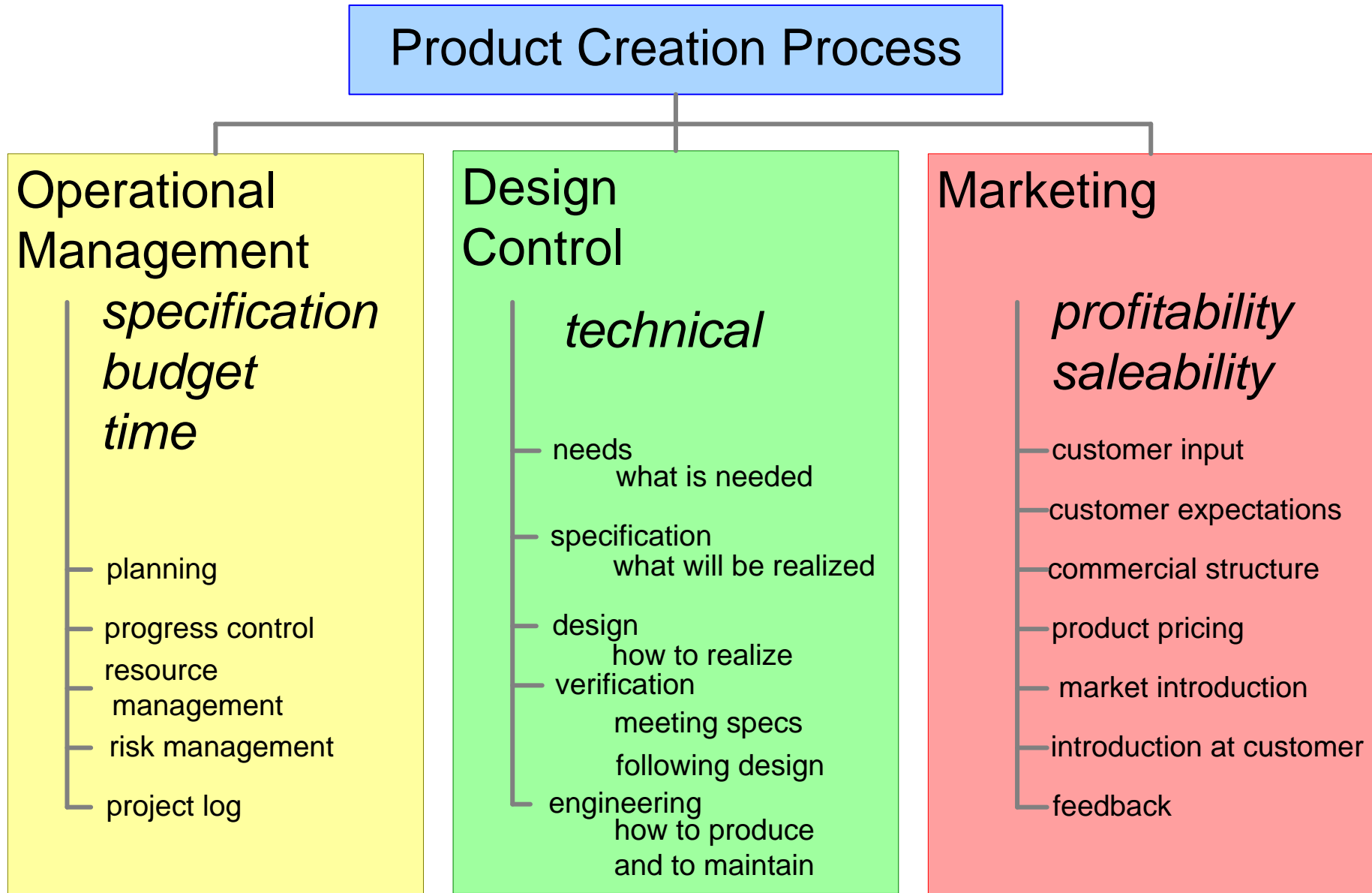
Phasing the Design Control Process



Evolutionary PCP model



Decomposition of the Product Creation Process



Operational Organization of the PCP

