

## **Summary**

Food product development remains a risky yet crucial activity that decides the success of a food product and thus can modulate the profit as well as growth of company financially. The aim of carrying out the process properly would be to minimize the risks of product failure by employing strategic decisions from the concept generation stage to the evaluation of acceptance of the product by the consumer. The consumer is the central focus of this process and the outcome that is most near to the changing consumer's needs emerges out successfully.