

## **OBJECTIVE**

One of the major activities of food industries that has evolved from a company activity to a strategic business area that used advanced technology is the process of new product development. The process is driven with an intention to meet the need of the consumers. The company defines food as a commodity that is packaged, priced, branded and advertised as a product that can yield profits whereas the consumer looks at food commodities as products that quench their tangible and intangible needs. Thus, the study of product development process is important and interesting keeping in mind the relation with application of advancements in food technology and design of new food products.