

Title: Product Innovation Management of Fengling Company
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ABSTRACT

The present stage of China's equipment manufacturing industry has made remarkable achievements, especially the uhv transmission and high-speed rail industry has been in the international advanced level, but in materials, high-end chips and components based industry domestic products are still in a weak position. Compared with advanced foreign enterprises, our country enterprises still have a considerable gap in product innovation. In today's information, the product, technology, process and other innovation efficiency is accelerating, the market competition is changing rapidly, making the product innovation efficiency more important than the management efficiency. Continuous product innovation is of great significance to the sustainable development of enterprises. Enterprise product innovation management is a management system that integrates enterprise management with new technologies and new processes. The product innovation process is an extremely complex process, which requires the cooperation and cooperation of all aspects and the support of human resources and funds.

As mentioned, product innovation is a complex process, which not only requires professional technical level ability, but also requires human resources, capital, marketing, and other management ability. Product innovation is a comprehensive management process, and a weak level will affect the whole product innovation effect. This paper deeply analyzes the current situation and existing problems of the product innovation of Fengling Company. This paper also studies the causes of the problems, and puts forward improvement suggestions for the existing problems of Fengling Company. Suggestions included to cooperate with upstream and downstream enterprises, to strive for relevant policy support, and to ensure the human resources and capital supply for new product development.

Key words: product innovation; innovation management; management strategy

