

**FACTORS AFFECTING NEW PRODUCT DEVELOPMENT  
AT THE SIERRA LEONE BREWERY LIMITED**

**THESIS**

**Submitted to the Master of Business Administration Study  
Program, Faculty of Social and Political Sciences, Universitas  
Diponegoro to fulfill part of the requirements for Achieving  
Master Degree**



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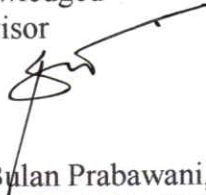
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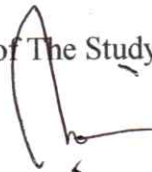
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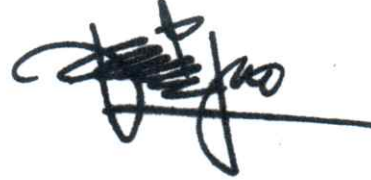
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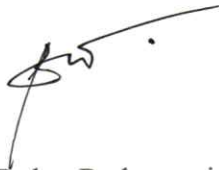
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## ABSTRACT

**JOSEPHINE MAMUSU BANGURA.** Factors Affecting New Product Development: Sierra Leone Brewery Limited as a Case Study in Sierra Leone. Master of Business Administration study program, Faculty of Social and Political Sciences, Universitas Diponegoro. Supervisor: Prof. Bulan Prabawani, S.Sos, MM, Ph.D, Co-supervisor: Dr. Hari Susanta Nugraha, S.Sos, M.Si.

This research investigates the crucial factors that affect new product development (NPD) in the beverage industry, concentrating on Sierra Leone Brewery Limited (SLBL). Acknowledging the inherent risks and uncertainties in NPD, the study seeks to recognize and assess both internal and external factors that influence the success of new product initiatives at SLBL. The analysis examines key elements (timing, pricing, packaging, testing, competition, market selection, promotional strategies, and brand development) to enhance our understanding of factors shaping new product introductions within the company. The study uses a case study approach, analyzing primary and secondary data to understand SLBL's new product development. It employs a phenomenological research approach, involving stakeholders like managers, product developers, marketing personnel, and consumers. The study utilizes the supply chain management (SCM) theory as a theoretical framework to understand the factors influencing new product development in the beverage industry. SLBL adopts a meticulous NPD approach, using feasibility studies for decision-making.

This research explores new product development (NPD) intricacies at Sierra Leone Brewery Limited (SLBL), emphasizing tailored strategies for local conditions. Key NPD components, including feasibility studies and project teams, are highlighted, with critical milestones in production, launch, and promotion. SLBL is strategically chosen for its diverse beverage industry presence and the unique context of Sierra Leone as an emerging market. The study delves into cultural influences, consumer behavior, and the socioeconomic impact of the industry, shedding light on SLBL's sustainability efforts.

The investigation covers consumer behavior, internal processes, organizational capabilities, and SLBL's response to market dynamics, showcasing adaptability with health-conscious formulations and eco-friendly packaging. Challenges, such as limited resources and regulatory obstacles, are scrutinized for actionable recommendations to enhance innovation and efficiency. Relating findings to supply chain management in the beverage industry underscores customer-centric approaches. In summary, the research provides a well-rounded exploration of NPD at SLBL, offering valuable insights for academia and industry by addressing various aspects and aligning with theoretical concepts.

**Keywords:** Critical factors; NPD; Regulations; Customer-Centric and Innovation

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