**6. Technical Implementation**New program initiation  
Resource estimation  
Engineering operations planning

Department scheduling  
Supplier collaboration  
Program review and monitoring  
Contingencies - what-if planning

**6. Commercialization (**The process of commercialization is defined as a series of steps to be taken by the marketing management towards bringing this new product to the markets and to the consumers).Launch the product  
Produce and place advertisements and other promotions  
Fill the distribution pipeline with product  
Critical path analysis (CPA) is useful at this stage (CPA is a project management technique that requires mapping out every key task that is necessary to complete a project. It includes identifying the amount of time necessary to finish each activity).