**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).