

Abstract

This research presents competitive analysis and Critical Success Factors of product development in the Thai Automotive Industry. The research data was derived from an investigation of eight automotive assemblers and 77 automotive parts manufacturers, regarding their emphasis on product development practices in project feasibility, concept development, product planning, product and process engineering, market testing, and marketing launch. The findings revealed that successful companies placed significant emphasis on feasibility study, product planning, market testing and market launch. This implied that the critical success factors were all related to the marketing aspects while the factors relating to engineering and production were not found to be significant. These findings were explained by the 5-force model and SWOT analysis.