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86 PRODUCT DEVELOPMENT AND PRODUCT INNOVATION OF TEH HIJAU CAP POHON
KURMA (A Study on PT Panguji Luhur Utama) Meithiana Indrasari¹, Bambang Raditya
Purnomo², Eddy Yunus³ 1,2,3 Faculty of Economics and Business University Dr Soetomo
*Corresponding E-mail : meithiana.indrasari@unitomo.ac.id Abstract This research aims
to explain and analyze product development strategy and product innovation of Cap
Pohon Kurma Green Tea.

Descriptive method with qualitative approach is a type of research used by researchers. The purpose of this research so that researchers can describe the actual situation in accordance with reality, digging and analyzing more deeply related to product development strategy and product innovation by using observation, interview and documentation in data collection techniques.

The results of this study indicate that the process of product development should be done pro-active with still pay attention to financial performance of company (financial performance) so that what is expected by consumer in market can also fulfill expectation from shareholders (stockholders). Keywords: Product Development, Product Innovation, Green Tea, Descriptive Qualitative Received: August 25, 2017 Accepted: November 29, 2017 Published: December 15, 2017 1.0

Introduction As the level of intense competition and technological advancement can not be avoided, a product will grow to a point where the product will be difficult to distinguish from one to another. To deal with these conditions, the approach that companies must take is to redesign the company's approach and strategy. In order to win in the competition, when selling its products, the company not only considers