

## ABSTRACT

The snack industry in Thailand has been growing continuously for decades while consumers taste and preference are steadily changing and becoming increasingly sophisticated. A highly competitive snack market in Thailand is very challenging and in order to survive in this market, it is necessary to bring in new excitement through products. Most snack companies keep launching new flavors consecutively with an effort to capture a bigger share the profit market and being updated on consumer taste and preference tendency is necessary To bring new products into the market is faster the better and shorter lead time the new product development means a different being of the first mover or copier. There are a lot of the first mover advantages.

New product development lead time of ABC Thailand Company normally requires six months approximately from design process to delivery to the distribution centers. However, the situation of this high competitive market often drives ABC Thailand Company to push new products into the market faster than the ordinary plan. Therefore ABC Thailand Company is seeking an opportunity to shorten new product development lead time to be faster than six months.

In order to solve this problem, business process redesign (BPR) concept is considered to be applied with the overall process. The study starts from data collection by conducting in-depth interviews, observations and documents review of "as-is" process, analyzes of "as-is" process, plans to redesign the step from "as-is" to be "to-be" stage.

This study found that business process redesign can help reduce new product development lead time apparently by analysis of current process and seek for an opportunity of improvement, Then redesign of a new potential process of the new product development is considered. The result of this study can help ABC Thailand Company to standardize internal new product development processes and maintain competitive advantage afterwards.