

**Case :**  
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**Country :**  
Belgium

**Sector :**  
Food – Biscuit production

**Company :**  
This project was conducted in a biscuits factory.

**Type of intervention :**  
Lead time reduction and optimization product development process (marketing and R&D).

**Project Goal:**  
Our goal was to analyze and give recommendations to the client in the field of product development.

**What did we do?**  
We mainly optimized the relationship between marketing and R&D in order to decrease time to market of new developments. The interface between marketing and product development was the key item.