Product development is a process that involves several stages from idea conception to launching the final product. The next stage is concept development, where the selected idea is fleshed out further by creating a detailed concept that outlines the product features, target market, and potential benefits. This stage allows for testing and refinement of the product design to ensure it meets the desired specifications and requirements. After the product design is finalized, the product development stage involves scaling up production and fine-tuning the manufacturing process to ensure quality and efficiency. Overall, product development is a systematic process that involves careful planning, testing, and refinement at each stage to ensure the successful launch and market success of a new product