

## Bee Products Development and Innovation

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**Abstract :** In this study, innovation subject is explained firstly. Later the basic concepts of innovation and new food products development in marketing of bee products are investigated. Examples of the application of research results will be presented. Subject will be discussed benefiting from scientific studies based on literature review. Innovation is widely recognised as important to commercial success in the food industry, as both a major source of competitive advantage and the creation of a company's future. However, the new product development process is described as being fraught with failures, with only approximately 10% of new products remaining on the market within a year of commercialisation. In addition, for every new food product that does reach commercialisation, there are likely to be many concepts that are rejected during the new food product development process. No roadmap exactly describes a route to a goal: exhortations to follow '10 Steps to a successful Product' or use 'Smith's Method to Do Successful Products' are, therefore, all approximations. Roadmaps do not describe the actual journey, only the general direction.

**Keywords :** innovation, agrofood product development, beekeeping products, honey marketing

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