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Approach based on fuzzy goal programming and quality function deployment for new product planning

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Highlights

- We proposed a new product planning (NPP) model to maximize customer satisfaction.
- Fuzzy goal programming and quality function deployment are used to construct this NPP model.
- Mathematical programming method is used to determine each customer requirement's satisfaction expression.
- Experimental design and fuzzy sets are employed to collect the input-output data set in customer satisfaction model.
- We used Herzberg's two-factor theory to enhance the total customer satisfaction.

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