

IMPORTANCE	STAKEHOLDER	EXPECTATION, CRITERION FOR SUCCESS
Primary	R&D department	Complying with the development budget.
Primary	Sales department	The machine must be ready for delivery on 1 March as the customers have been promised.
Primary	Sales department	The machine must comply with the technical specifications.
Primary	Sales department	The machine must cost less than DKK 50,000 – or it will not be competitive on the market.
Secondary	Sales department	The machine must win the Danish Design Award – which will draw added attention to it on the market.
Secondary	R&D department	The new employee, Ole, will be trained during the project.
Secondary	Production department	That documentation is prepared on the new CAD unit.
Secondary	Quality department	That the company's new standard for performing projects is complied with.

FIGURE 4.11  
Expectations for a product development project.