

ABSTRACT

Exploring the link between incremental product innovation and operational performance, this research aims to cover how minor improvements to existing products impact a company's production cost, time, and quality. Through a comprehensive review of the literature and professional interviews with 5 different people in the business world, it explores the relationship between both variables and how businesses can strategically integrate incremental product innovation to enhance operational performance.

Keywords: Product Innovation, Incremental Product Innovation, Cost, Time, Quality, Operational Performance.