CHAPTER 9: CROSS CASE ANALYSIS

9.1 Introduction

This chapter examines and analyses the findings from each of the case studies.

Figure 9.1: Framework

The framework presented in chapter six guides the analysis (repeated in Figure 9.1). The emphasis of the following discussion is on understanding what happens in practice within the projects studied. Based on this framework, the following analyses the:

1. Emphasis of packaging activities within the projects (classifying change as either: skin deep, body modification, or format change).
2. Level of packaging capacity and the role of individuals focused on packaging, examining: the presence of a packaging champion, level of packaging absorptive capacity, and industrial packaging design capability.
3. Significance of production process change.
4. Input and role of the consumer.
5. Retailer’s input and influence.
6. Role of any external design agency or consultancy firm.
7. Input of packaging suppliers and their role.
This is drawn together in the final section, which summarises the key findings, and provides a description of the framework generated from this study.

Tables 9.1 and 9.2 summarise the embedded cases, or NPD projects. The cases are grouped based on the emphasis of packaging development, and the data is organized into categories, corresponding with the sections identified above. Table 9.2 attempts to present a simple summary of the findings, identifying where there was evidence to support the propositions within each of the cases.