**Abstract**

Product development is an intellectual process. It has a variety of potential benefits ranging from first mover advantage, extendedsales lives, greater customer responsiveness and market value. It seems to have desire knowledge on product development of women entrepreneurs in Coimbatore city. Multistage sampling techniques have been employed in the selection of 300 women entrepreneurs engaged in service and manufacturing sector. Data were collected primarily using interview schedule. Data were analysed using percentage analysis, Descriptive analysis, chi-square analysis and ANOVA. The result reveals that the respondents, experience,creativity and innovation have been the most significant determinants in development of product/service.