Global competition exerts increasing pressure on companies to develop new products effectively and efficiently. Getting better products faster to market is thus becoming very critical for the companies. Traditional approaches to ideation and product development like Sequential Engineering takes too long and costs too much. Recognizing this, many companies are veering towards Product Development through Concurrent Approach. The aim of this paper is to advance the theory and practice for one of the key enabling tools used in Concurrent Engineering called Quality Function Deployment, known as QFD. The paper describes these product development methodologies and tools in general and the role QFD plays in Concurrent Engineering in particular. The paper begins with the summary of the available methods and procedures for the product development through Concurrent Engineering and compares Concurrent Engineering with Sequential Engineering. An attempt has also been made to provide an insight into the major components of the integrated design environment that companies might deploy to support their new product development process. Core concepts have been discussed in support of the arguments in favor of the integration of design technologies into a systematic management approach towards concurrent engineering.