

SUSTAINABLE PRODUCT DEVELOPMENT PROCEDURES FOR SMEs

By Udi Woy



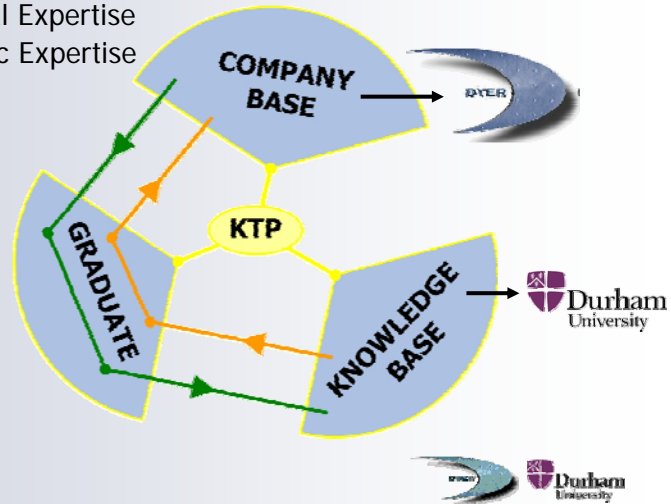
Content

- New Product Development (NPD)
- Technologies For NPD
- NPD Strategies
- Excellence in NPD
- Case Study
- Conclusion

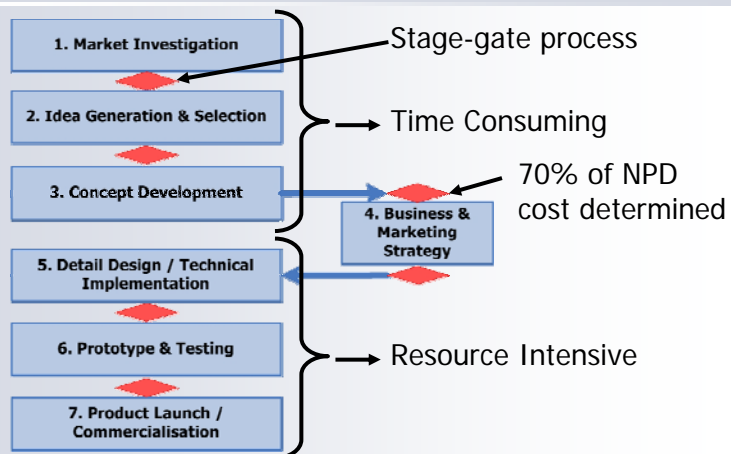


Project Background

- Industrial Expertise
- Academic Expertise



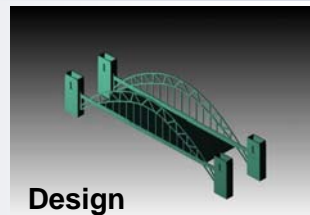
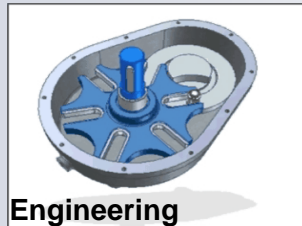
New Product Development



NPD Strategies



Technology For NPD

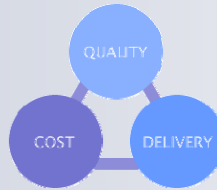


Excellence in NPD

QFD - Voice of the customer



QCD - Product Quality



Product & Process

- Personnel
- Management
- Planning
- Implementation



Case Study



Company Info

- General engineering company
- Established 1977
- Metal manufacturers
- Range of industries
- Enterprise resource planning - EFACS
- Derwentside Engineering Forum (DEF)



Process design

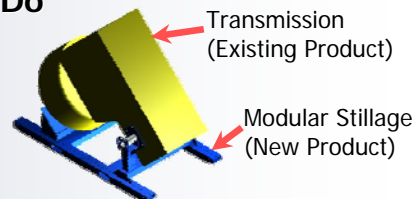
Plan

Introduce a new product development process...

Review

Documentation of steps taken to accomplish plan

Do



Improve

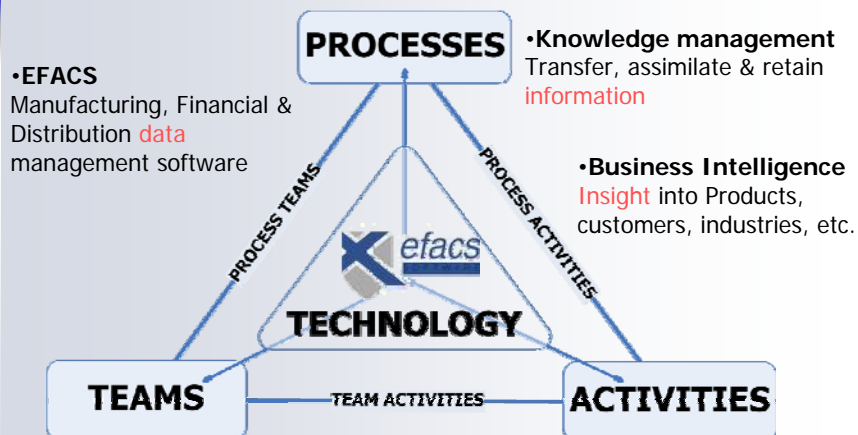


Challenges

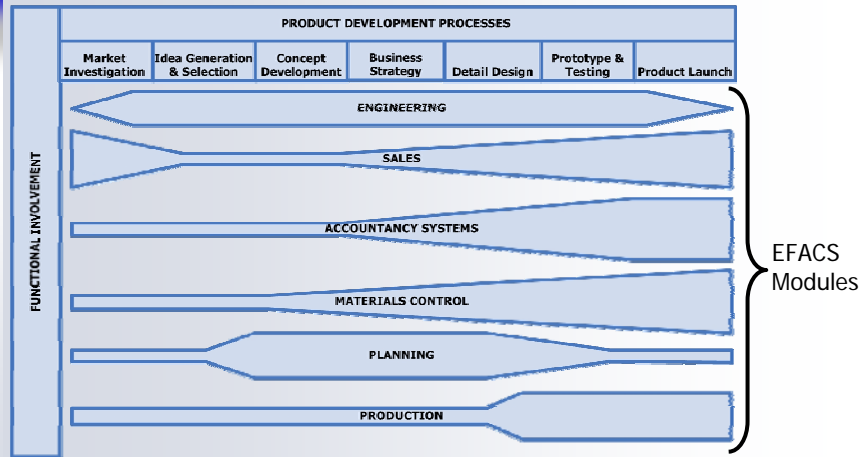
- Resources
- Business context
 - Subcontract engineering
 - Made-to-order (MTO)
 - Selling activities
- Expectations
- Knowledge transfer & assimilation



Sustainable NPD

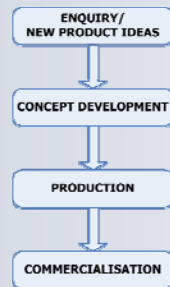


Mapping EFACS & NPD



NPD Procedures

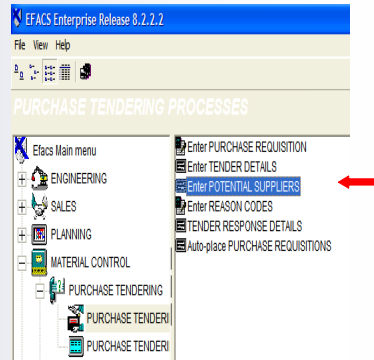
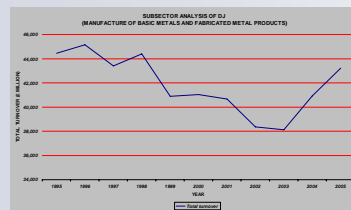
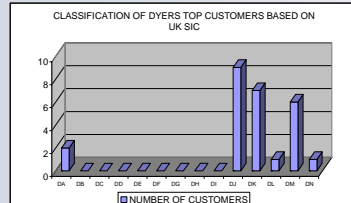
•Before



•After



Implementation



Conclusion

- NPD process
- Agile NPD strategy
- Technology for NPD
- Team development
- Process design
- Implementation

Business Evolution

