



L. D. MILES—Manager of General Electric Value Analysis Service Discusses Productive Purchasing

How to get total value for your purchasing dollar

“Value analysis examines all components of a finished product to determine their usefulness. It enables industry to reduce product costs without sacrificing value content. In short, it means the proper purchase price is the lowest price that will reliably supply all of the values needed.”

Value Analysis and Productive Purchasing go together, and can make your purchasing decisions pay off two ways—

First, Value Analysis (VA) is a General Electric *Added Value*. Just about every product manufactured by General Electric has been value-analyzed to enhance final product usefulness and value content. This means savings for customers. Many of these savings are “invisible,” since General Electric engineers have been taught to apply these VA concepts when working on G-E products in preliminary design stages. Yet, wherever possible, savings and innovations are passed on to product users. Result: when you specify General Electric for electrical components and systems, you get built-in *total value* in return for your purchasing dollars.

Now look at Value Analysis another way: for value buying or *productive purchasing*. Just as General Electric utilizes value analysis to produce high-quality apparatus, you can apply these same long-established value analysis techniques to purchase for profit. For example, when you get ready to make a buying decision—particularly for electri-

cal apparatus—evaluate products offered by different suppliers to determine which vendor’s product provides the greatest degree of added usefulness, compatible with price. While examining the full range of available product values, look for attractive *added values* like those discussed in the box below. Net result: you’ll see for yourself that G-E added values—together with basic product value inherent in *all* General Electric apparatus—will offer you full value in use. This is Productive Purchasing.

How do you benefit? Productive Purchasing widens your buying spectrum, increases the soundness of your purchasing decisions. It also permits you to produce more effectively in competitive markets, and leads to sizable returns from your plant and equipment investments. General Electric Co., Section 667-02, Schenectady 5, N.Y.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

LOOK FOR THESE VALUES TO ADD PROFIT TO YOUR PURCHASES

- | | |
|--|--------------------------|
| ✓ APPLICATION ENGINEERING | ✓ ANALYTICAL ENGINEERING |
| ✓ PRODUCT DEVELOPMENT | ✓ PROJECT COORDINATION |
| ✓ NATIONWIDE SERVICE SHOPS | ✓ PROMPT DELIVERY |
| ✓ INSTALLATION AND SERVICE ENGINEERING | ✓ MARKET SUPPORT |

GENERAL ELECTRIC COMPANY
SALES PROMOTION
P.O. BOX 2830 TERMINAL ANNEX
LOS ANGELES 54, CALIFORNIA

FREE BULLETIN

Please send me GED-3877 containing more information on Productive Purchasing



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