

DISTRIBUTION ASSEMBLIES

"VALUE CONTROL ON NEW PRODUCTS" October 8, 1963

(\$35 enrg. mfg. purch....arranged by Jameson)

(1 hr. 10 min ... 95%)

Value



Appropriate performance - appropriate cost

What is appropriate? competitors

System

Get it now

Assure it 5 years

Wouldn't come - but you need better results

No cost but function

use - esteem

What is function - what is its value

Switchblade

Gas tanks

Electronic mill

Flashlight

Cost first

Buy perf. capability - buy cost capability

Implement each by mkt. strategy

"Copy artists"

"Re-discover wheel"

Radio Dept.

FTW fractional motor

Psychological - not logical

TV Knob

LDM/H