

IV 1969

II

18
68-24

IT IS A SYSTEM

FIRST TASK: TO DETERMINE WHERE THE UNNEC COST ORIGINATES,

SECOND TASK: (2) Get the problems into solvable form / Cause solutions

THIRD TASK: To them.

Second Task
Third Task
When

Does the reason for cost higher than competitor originate?

FIRST -- QUESTION THEM
THEN "CLEANUP" - ARRIVE AT
MKTG - ENG CONC - DES ENG - MFG CONC -
MFG. OP. - PURCH - MGT

Then must have approaches in each to determine it.

EXAMPLES

HOW TO DETERMINE IF
MKTG JOB DONE WELL ^{EXC?}
FUNCTIONS COST WANTS

TUKNOB
Ref M9
\$10.00

ASTHETIC - USE " " TO PAY,
~~COST NEEDED -~~

FUNCTIONS NEEDED TO COMPETE

SELLING PRICE NEEDED TO COMPETE

II QUESTIONS -
what HAVE I SAID,

- 1- ^{IE} V/A IS ?
- 2 FIRST TASK
- 3 SECOND TASK
- 4 THIRD TASK
- 5 ~~4~~ WHERE MAY UNINEC COST ORIG.
- 6-5 MKTG MUST DO
- 7-6 MGT " "
- 8-7 Eng Concept Must DO
- 9-8 Eng Des " "
- 10-9 mfg Conc " "
- 11-10 " Op " "
- 12-4 Purch " "

HOW TO DETERMINE IF

ENG & DESIGN CONCEPT ---

Joy stick

HAVE THEY CHOSEN APPROACHES
Achieve perf & cost?
HAVE THEY BASIC THINKING
TO KEEP THEM GOOD?

"FIX IT"

MGT DOING ITS JOB

1 - COST REQ TO MEET
MKTG CONDITIONS

2 - RESOURCES REQD IN EACH
AREA TO ACC. ITS TASK

DESIGN ENGRG

MOTOR SHIELD-

Perceptive } enough to meet
creative } the business need
good }

STUD -

MFG ~~OP~~ CONCEPT
COMPARE TO OTHERS
" TO BEST

Go beyond the best

MFG OP.

• Purch -

Later provide Paper - The system