

MEMPHIS..... 3/17/64..... L. D. Miles

Approx. 100 purchasing agents in Memphis

On arrangement of Phil Engel

Requested by GE sales manager and attended by about
a half dozen GE sales people 80%

Phil Engel

Thank you

Reader's Digest - Harper

Communication

Woman

Pregnant

What VA is not

30 yrs. ago - 10 yrs. ahead

Value

System of tech.

T. Paper

Piano

Purch. - Mfg. - Eng. - Operation - Mgt.

Examples

Problem Solving - Economic objectives

1. Problem definition

What function customer really wants
terminal board

2. Function Identification

3. Function Evaluation

Tie, etc.

Las Vegas

TV knob

4. Search Orientation

Plastic bolt - vendor - Ford - GE Lab

5. Idea Development

Creativity

Rope

6. Roadblocks

Kirksite

(Springs)

Dollars - Hdwe - Service - Org. - Function

Municipal

Water hydrant - gasket

More nearly buy function

Piano

Sheet music

Cost red. - all keys

VA - keys needed

Military use coming