

Transforming Irish Industry

KNOWLEDGE EVENTS 2007

IDEAS

INTEGRATED DESIGN EXPERTISE APPLIED TO SMEs

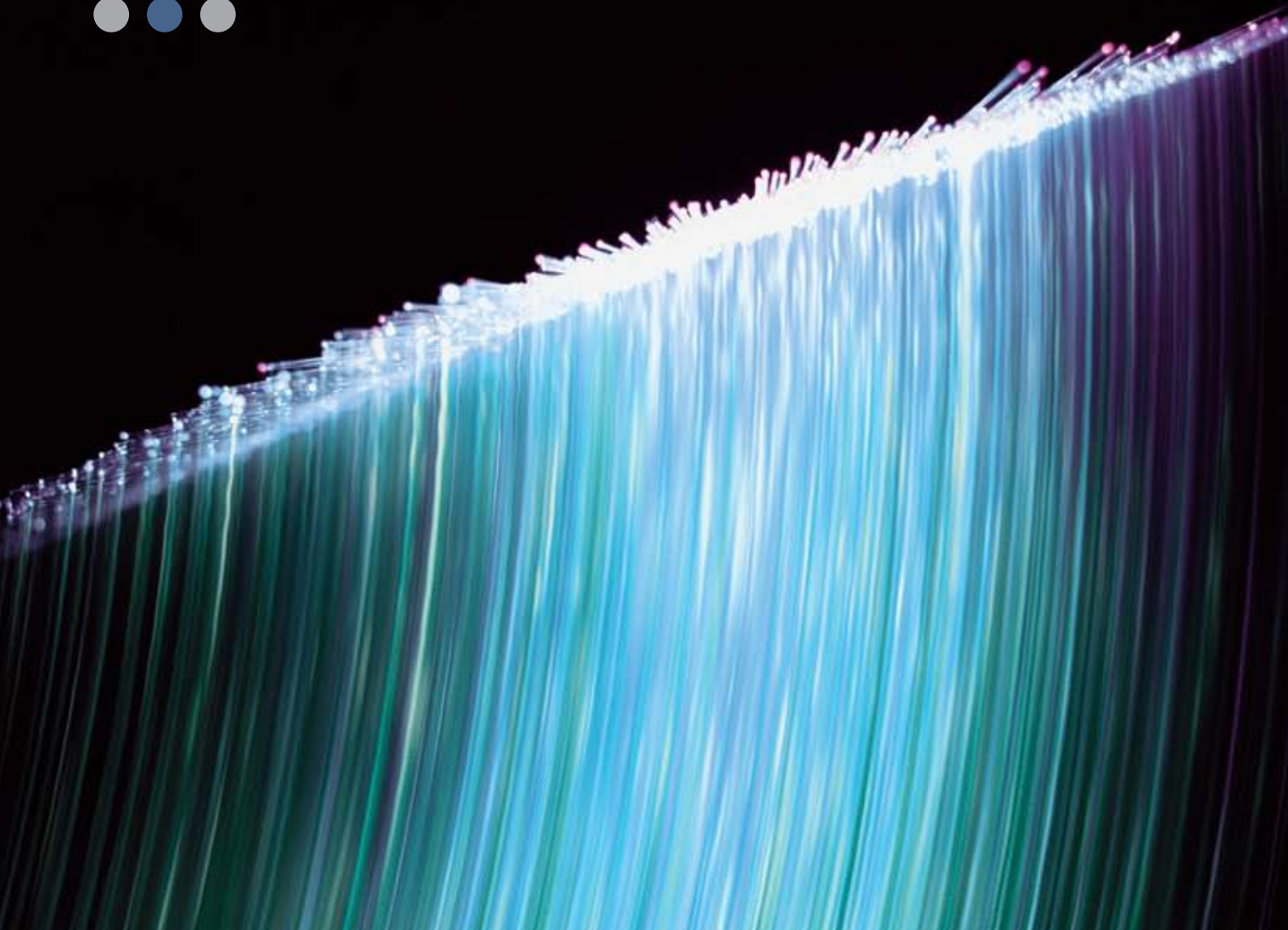
MODULE 2

Market Focused Innovation & Design
Design for Manufacture & Assembly

2 Day Course

Cork, 25th and 26th April, 2007

Dublin, 24th and 25th October, 2007



MODULE 2 *2 Day Course*

Market Focused Innovation & Design Design for Manufacture & Assembly

Cork – Clarion Hotel, Lapps Quay – 25th and 26th April, 2007

Dublin – Crowne Plaza Hotel, Santry – 24th and 25th October, 2007

Part 1

Market Focused Innovation & Design

Design is concerned with the **customer wants and needs** and relates the market to the design and development of new products. Quality Function Deployment (QFD) introduced in this module is a customer oriented approach to product innovation. QFD is sometimes known as Customer Engineering or Matrix Product Planning. It guides product managers and design teams through the **conceptualisation, creation and realisation of new products**. The QFD routine encourages you to gain an in-depth understanding of the requirements of your customers (market focused innovation) and helps you fit your new product to these requirements.

Part 1 makes it possible to incorporate the multi-disciplinary communication and decision-making processes into the organisation. It brings disciplines together, typically, Marketing, Design & Development and Production ensuring that customer value is created in the phases of the product innovation process that follow conceptualisation.

The objectives of this module are to explain:

- The QFD methodology and interpretation – predominately focusing on the product planning phase of the QFD process
- Understanding a structured process to identify and analyse customer requirements
- How to translating customer requirements into technical characteristics
- How to improve culture and teamwork with all key departments working together as a new product development core team.
- How to encourage early involvement of customers, address stakeholders expectations and operational require
- How to improve the decision making process in company regarding new product design and development.

Part 2

Design for Manufacture & Assembly

Increased competition from the low wage economic structures of the Far East and emerging East European countries are imposing greater demands on Irish manufacturing companies to **improve their competitiveness**. In response to this challenge, Irish industry, need to design and develop new or existing products for manufacture, production and assembly in the most efficient and cost effective way possible. This Design Module will focus on the Boothroyd Dewhurst Methodology a design and development analytical tool which will help companies to achieve more **efficient manufacture and assembly by design**. DFMA aims to make a product easier, simpler and cheaper to produce (maintaining its fit for purpose in all respects).

Part 2 will introduce the toolkit of DFMA and provide guidance and coaching in real project based learning leading to more efficiency in manufacture and assembly.

The objectives of this module are to explain:

- How to provide measurable assessment of assembly difficulties
- How to challenge part count
- How to provide guidance in good product assembly features
- How to use actual product examples, to show best practice
- How to assess re-design effectiveness & efficiency
- How to assist indigenous companies to maintain competitive advantage through low cost strategy
- How to produce savings in investment and development costs, shorten product design time in the long run and reduce time to market.

Cost: €700

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