

**INSTITUTE
of QUALITY**



Confederation of Indian Industry



Masterclass on

MAXIMIZING PROFITABILITY THROUGH DESIGN

11th September 2024, Taj Wellington Mews, Chennai

THEME :

Enhancing Profitability by improving Product / Part
/ Process / Production / Equipment ~ Design

Overview

Design commits more than 90-95% of the life cycle cost. Design decisions dictate material selection, sourcing, manufacturing methods, service requirements, usage parameters, and end-of-life disposal considerations. The entire value chain significantly influences profitability.

During product design, a designer must carefully weigh numerous factors influencing the process. These range from meeting customer expectations and competitive benchmarks to assessing supply chain capabilities, internal processes, service challenges, and the broader impacts on society and the environment. Additionally, internal performance metrics such as part proliferation, cost, and time-to-market play crucial roles in decision-making.

Design is inherently trans-disciplinary, seamlessly integrating customer needs, operational challenges, supply chain dynamics, and the profitability goals of the business. Design teams employ diverse methodologies to achieve their objectives, including Value Engineering, Quality Function Deployment (QFD), Tear Down Analysis, TRIZ, Design for Manufacturability and Assembly (DFMA), Design for Six Sigma, Pugh Matrix, and more. Each method serves a distinct purpose in addressing specific design challenges.

Among these, Quality Function Deployment (QFD) stands out as an integrated approach that synthesizes various design methodologies. When coupled with Target Costing, QFD provides designers with a clear direction and a balanced perspective in their quest to launch profitable products that resonate with customers. This integration ensures that design decisions are aligned with both customer expectations and business profitability goals from the outset.

Achieving profitability through design hinges on aligning the design process and methods with both customer value and economic considerations. Integrating these elements is crucial for navigating the inherent challenges and delivering financially successful products.

The program aims to enhance the trans-disciplinary mindset of senior and middle-level managers across product and process design, supply chain management, marketing, and finance domains.

Course Content

Preamble

- Changing Cost Perspective - Reimbursement to Value driven
- Conflicts and compromises of Value, Price and Cost
- Building blocks of Profitability
- Design and Profitability

Integrated Target Costing

- Target Costing - Need, Challenges and Design dilemma
- Framework of Integrated Target Costing

Quality Function Deployment

- Quality Function Deployment - The Key to Profitability, Value and Integration
- Four stages of QFD & Enabling tools of QFD
- Amalgam of Design methods
- Application of QFD Approach beyond Product Design

Integrated Target Costing

- Enabling Profitability thru Integrated Target Costing
- Design methods and Design process and Profitability

This masterclass has been conceived and customized to serve the growing needs of any manufacturing Plant. Applicable for every sector of Indian industry involved in product manufacturing.

TPM Implementing Companies (at any of the 5 levels of JIPM-TPM) & Non TPM implementing companies - Companies Implementing Lean, Six Sigma, TQM, TOC etc., will find the program perfectly synchronizing with their business needs.

Key Take Aways

Understand & Gain Application Knowledge of:

- Building blocks of Profitability
- Linkage of Product Design & Profitability
- Awareness on integrated target costing
- Robust parameter design
- Overview of Quality Function Deployment
- Linkage of Profitability through Target Costing

Target Audience

Top Management/ Senior Management from the following functions will find the program insightful, practical and relevant:

- Business Planning
- Product Costing
- Customer Service Representatives
- Marketing & Sales
- Engineering, Research and Development (ER&D)
- Operations
- Sourcing
- Quality
- Manufacturing Engineering
- TPM Secretary / Coordinators

Faculty



Hariharan

Founder Director
Savoir faire
Management
Services Pvt Ltd

An exceptionally talented industry veteran with 30 + years of experience in Finance , Operations and Design , has been consulting across sectors of Indian industry like Power, Steel , Heavy Engineering , Automotive, etc to name a few.

Delivers path breaking methodologies in industry behemoths in improving their Operational and Product Engineering functions ~ Specialist in the hands ~ on implementation of Integrated Target Costing (Integrating Design Thinking , Target Costing and Project Management)

Has a passion for implementing Cost Excellence methods to lead an organisation in the maturity path of Cost Control , Cost Reduction and Cost Management. Savoir faire Consulting ~ of which he is the Founder Director has got accolades from GOI (Government of India) in implementing LEAN methodologies under the Ministry of MSME , underscoring his commitment to Excellence and innovation in the Industry practices.

Recognised as a CEO coach and a prolific writer. His articles focuses on Strategic Cost Management , New Product Development , Design Thinking and People Alignment. A much sought after faculty in B ~ Schools of Singapore , Australia in addition to the Indian Universities.

Investment

Masterclass

CII/TPM Member: INR 9000 + 18% GST

Non Member: INR 10000 + 18% GST

TPM National Conference
Delegate Fee: INR 6000 + GST

Special Discount

Masterclass & TPM National Conference

CII/TPM Member: INR 12500 + 18% GST

Non Member: INR 13500 + 18% GST



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