

1x

## Design

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**DFMA / Idea generation**



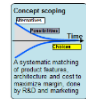
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**Teardown / Reverse engineering**



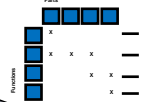
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**Concept scoping**



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**Value analysis (DFMA)**



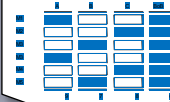
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**Best-of-benchmark (BoB)**



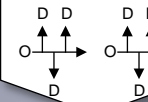
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**Portfolio complexity**



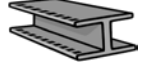
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**Modularity/platform management**



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**Specifications/service level**

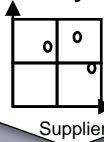


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## Cost / Spend

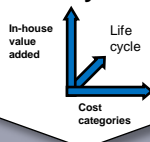
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**Spend analysis**



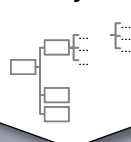
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**TCP analysis**



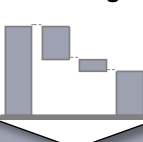
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**Cost driver analysis**



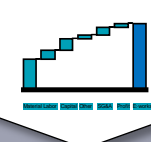
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**Target costing**



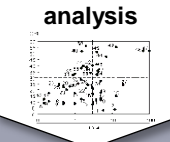
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**Cleansheet**



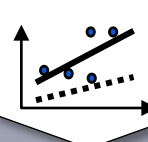
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**Price variance analysis**



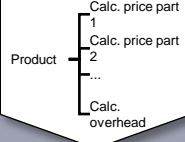
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**LPP**



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**NCC analysis**

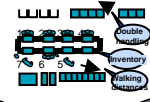


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## Value chain

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**Value stream mapping**



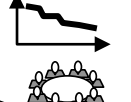
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**Lean factory walk-thru**



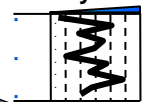
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**Supplier Idea co-creation**



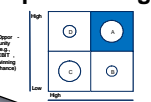
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**Supplier cost breakdowns analysis**



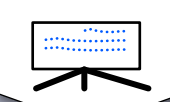
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**Supply/supplier positioning**



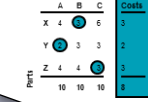
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**Inventory analysis**



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**Global sourcing**



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**Source of value**

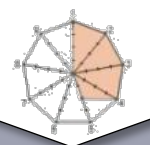


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## Marketing

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**Spider map**



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**Feature benchmarking**



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**Lead customer feedback**



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**Test purchases**



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**Conjoint analysis**



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## Quality

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**FMEA**



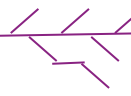
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**Pareto analysis**



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**Cause & Effect Diagram**



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**2x5xWHY**

