Product design for supply chain management means building products that thrive in and enhance your supply chain architecture. Simply "giving customers what they want", while fundamental to customer satisfaction, is rarely enough. Companies must be able to give customers the right products in the most resource-effective manner, without sacrificing quality or service. If your supplier, manufacturing, and post-sales support networks are being stressed to the breaking point, if your products require excessive inventories to maintain service levels, if your offerings aren't attracting new buyers in a saturated market, or if you need to reduce costs and complexity throughout your supply chain, designing products to take advantage of and strengthen your supply chain can provide extraordinary benefits.

This module, the final in our series on "Fundamentals of Supply Chain Management", will provide you with a powerful set of tools to achieve these goals. You will start by exploring three fundamental concepts: component commonality, modularity vs. integral design, and universality. A framework for costs and benefits will help you understand the value of these ideas and what to expect as you integrate them into your product design plans. You will see an excellent example of postponement, a strategy that can enhance service levels with lower inventories. You'll also learn how to quickly estimate the positive impact of a postponement strategy in your own company without analyzing sales data or using complex calculations. You will see examples of how postponement can be implemented through software, applied to product packaging, and even how it can help during a new product launch.

Course Benefits:

- Learn the significant benefits of component commonality, modularity, and universality
- Discover how a "postponement" strategy can reduce inventories while maintaining service levels
- Apply "postponement" to product packaging
- Discover supply chain enhancements available from process improvement
- See how to implement Mass Customization using these concepts

Contents:

- Component Commonality
- Modularity
- Integral Design
- Universality
- Framework for Costs and Benefits
- Benefits of Design Changes
- Postponement
- Packaging Postponement
- Postponement via Software
- End-of-Life and New Product Situations
- Process Design for Postponement
- Mass Customization
- Incentive Issues

Module Specifications:

- Delivery Method: Online (Internet browser)
- Estimated Study Time: 1 – 2 hours, Approx. 10,600 words

System Requirements:

- Internet Explorer 5.0 or higher OR Netscape 4.X or higher
- JavaScript, cookies enabled
- Macromedia Flash 4
- 800 x 600 minimum screen resolution

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