



Design for Target Cost

Course Description

The market may determine what a product's price is, but the development process is the major factor that determines its cost. 70% of a product's manufacturing cost is determined by decisions made during the design process. These decisions are often made based upon the design team's view of what is best or easiest for the technology, not what is best for the customer. The Design for Target Cost approach begins with customer value and aligns the product cost with those features that are most important to the customer.

In this practical hands-on one-day course you will learn the techniques and application of Design for Target Costing. Through workshops and case studies you will discover how to apply the techniques to your company's products and processes. In addition to the case studies and exercises, the participants are encouraged to bring products from their company to be used in an analysis done during class.

Topics Covered

- Customer Value Analysis
- Customer Needs Mapping
- Cost Allocation
- Variable Cost Databases