

DR with competitor



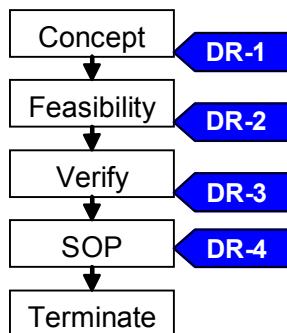
Background

- It's difficult to understand future trend of market and competitor's product
- Without benchmarking, we will be self-complacent

Objective

To understand the new technologies and compare the new product with competitors in order to fit the specification at the current market expectation.

Phase



Who

Phase	Project Leader, Coordinator	Engineering	Prod. Engineering	Production	Sales	QC
DR-1	Y	Y	Y	Y	Y	Y
DR-2	Y	Y	Y	Y	Y	Y
DR-3	Y	Y	Y	Y	Y	Y
DR-4	Y	Y	Y	Y	Y	Y

Procedure

1. Decompose competitor's product by direction of engineering department
2. Bench marking: Not only product, but also unit & components.
3. Each engineering team make the issue list before the DR meeting
4. Exhibition and show all related departments
5. During DR meeting, check target metrics, if it's not achieved, decide countermeasure with responsible person and time
6. Each DR phase uses the same metrics and format for concurrent activity
7. PDCA Cycle

Output

Improve JD Power (or equivalent) results systematically

Results

- Obtain #1 market position vs. competitor
- Innovation of technology

Comments

- Comparing with competitors will yield many opportunities
- DR becomes real-world benchmarking to understand our current situation and determine next steps