

SAEINDIA Southern Section Toptech Program

Quality Function Deployment

by

Mr. S. Selvamani

Product development process and Design to Cost consultant

on

23rd & 24th June 2015 at Radha Regent Chennai

Time: 9.00 A.M to 5.00 P.M

**Radha Regent Chennai, 171 Jawaharlal Nehru Salai,
Arumbakkam, Chennai – 600 106**

Course Content

Introduction of QFD and related tools

Different variants of QFD and their application

Real time case study:

Customer voice collection

Competitive benchmarking

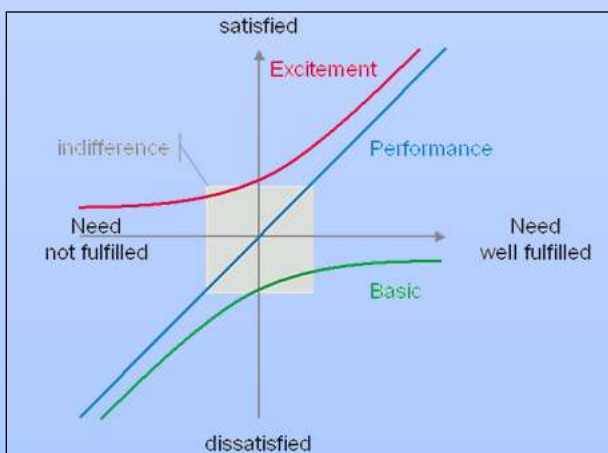
Engineering benchmarking

About the Course

The success of any product in the market depends on how well the customer requirements are met with. Quality Function Deployment, QFD helps product development teams to determine the customer requirements precisely and deploy them effectively in the design.

There are lot of literature on this subject. However, there are many versions of QFD and their application in real situation has not been dealt with clarity.

To give our mobility engineers an overview of QFD tool and its application to real life situations, SAEINDIA is organising this two day workshop.



Who should attend?

- Design managers
- Design engineers
- Research engineers
- Product marketing managers
- Project managers
- Quality assurance engineers

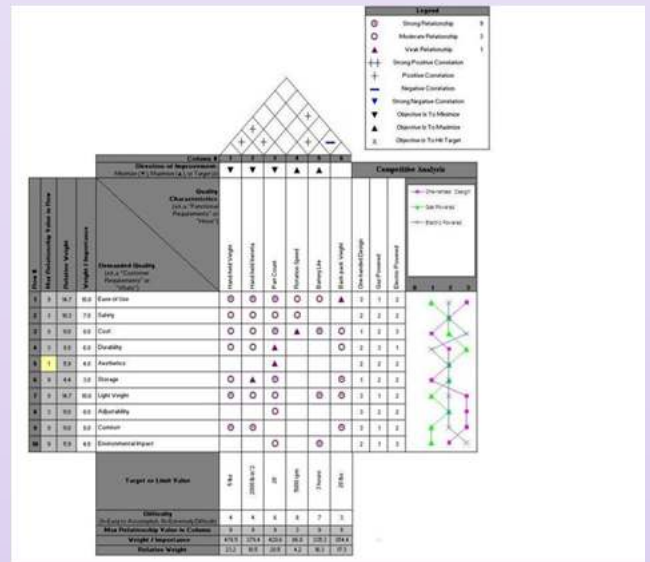
Benefits of attending the Course

- Appreciation of QFD concept
- Appreciation of the variants
- Application of QFD in real life
- Planning customer voice collection
- Conducting competitive benchmarking
- Managing conflicts and synergies

Purpose

This workshop is designed to clarify various real life situations in product development and apply QFD for such situations.

In addition, a real time case study will be done by the participants to give a hands-on experience.



Speaker: Mr. S. Selvamani

Consultant, product development process and Design to Cost

Mr. S.Selvamani did his post graduate degree in Design of Innovative Products in Cranfield Institute of Technology, UK. He has around 40 years of Research and Development experience in the automotive field. He was the Sr. Vice President (R&D) of Sundaram Clayton limited which won the prestigious Japan Quality Medal for practicing TQM and achieving significant business results. He was Engineering Director in WABCO vehicle control systems, one of the global leaders in vehicle control systems. He is currently the mentor for NPD cluster of ACMA and consulting many companies to improve the NPD process and Design to Cost for many companies including WABCO. He is also the faculty for SAEINDIA training programs on DOE and Engineering Design Process

As a part of making Indian engineer's proficient in applying QFD, your SAEINDIA is proud to present this workshop by S. Selvamani

Benefit of the Participant

Benefit of the Participant	Non-Member	Member	Faculty Advisor
	₹ 13,000	₹ 10,000	₹ 4,000
Free Membership with Magazine	Yes	No	No
Discount for next program	Yes	No	No
Course materials with Softcopy	Yes	Yes	Yes
Networking Lunch with Tea & Snacks	Yes	Yes	Yes
Delegate Kits (BAG, File, Notepad, Pen)	Yes	Yes	Yes
Certificate	Yes	Yes	Yes
T-Shirt	Yes	Yes	No

Pay course fee through DD/Cheque or Transfer to our account

Name of the account holder	SAEINDIA Southern Section Toptech
Bank Account Number	32506111653
Bank Name & Branch	State Bank of India, Kottur, Chennai
MICR Number of the Bank	600002023
IFSC Code of the Bank	SBIN0001669
PAN No.	AABAS2734H

Please send the completed registration form along with cheque / demand draft drawn in favour of “SAEINDIA Southern Section Toptech” payable at Chennai

DELEGATE REGISTRATION FORM

Name _____

Designation _____

Company/College _____

Address _____

E-Mail ID _____

Telephone _____

Mobile _____

T-Shirt Size L XL XXL

Signature

Dr. S. Senthilkumar / Toptech Program Champion

To Contact

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