

Discussion Questions

1. How does the concept of product life cycle apply to Regal Marine products?

In order to make their products stay and have solid place in the market over time, Regal marine constantly needs to take different innovativ or economic steps to do so. This could meen adding new features to the boats or for expample producing in a higher volume to reduce the costs of each boat.

To maintain this stream of innovation, and with so many boats at varying stages of their life cycles, Regal constantly seeks design input from customers, dealers, and consultants. Life cycles as short as 3 years

2. What strategy does Regal use to stay competitive?

They try to keep in touch with the customer and reply to the market demands as quickly as possible. Regal continuously introduces innovative, high-quality new boats. Its differentiation strategy is reflected in a product line consisting of 22 models

3. What kind of engineering savings is Regal achieving by using CAD technology rather than traditional drafting techniques?

The sophisticated CAD system not only has reduced product development time but also has reduced problems with tooling and production, resulting in a superior product. By using graphic models you reduce the cost and effort otherwise needed to show customers or developers the new ideas and you can easily change and adapt to whatever needs comes up. This kind of system can also assist in choosing the right components and forcast what you need to get the new product in production.

The cost and time saving using CAD is typical. Tests are economical.

Engineering labour is cut down by a ratio of 4:1.

4. What are the likely benefits of the CAD design technology?

- Reduced product development time
- Reduced problems with tooling
- Reduced problems in production
- Easier development of new ideas.
- Determine wheter these ideas can be realized or not .
- Easy change of the design
- Cost calculations
- Shorter design time
- Product quality
- Production cost reductions
- Database avaiability

