

## **9.a To define and solve a business case for decision tree application**

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

Regal Marine are in a market where customer's demand forces the company to innovative thinking. Life cycles in Regal Marine last only three years.

### *2. What strategy does Regal use to stay competitive?*

They want to be "best-in-class" and with this they seek the differentiation strategy. They also add new inventions, such as tale lights, to their products in their product line of 22 models.

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

They use CAD to reduce cycle time and cost.

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

- shorter development cycles
- improved accuracy
- lower cost
- can be deployed worldwide