

Product Design at Regal Marine Video Case

*You may wish to play this video case on your CD before addressing (these questions).

Discussion Questions*

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

Regal Marine is constantly under pressure to introduce new products. Life cycles of relatively few years. Less than five years before a boat is out of style and life cycle is terminated.

2. What strategy does Regal use to stay competitive?

Regal Marine strategy is Customer Tastes, Trends, Competitive Products, Material Innovations, Governments Regulations and Taxes.

New products and innovations and new styling to stay competitive in the luxury performance boat market.

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

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?

In addition to the savings due to less engineering work there are also benefits of bigger flexibility during the entire development process and the possibility of direct generation of the machine code for the NC machines used in automated manufacturing from within the CAD program.

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