

Task 10 - Business case. Design at Regal Marine. (Video support n° 3)

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

The products of Regal Marine have a life cycle as short as 3 years. For this reason, the company has to renew their products so often. They know that the consumer's tastes change very quickly and they need to be a step forwards them.

2. What strategy does Regal use to stay competitive?

To be Competitive, they use innovation as main strategy. They are always trying to design new high-quality boats. To ensure that the products are always updated and reliable for customer, Regal Marine uses the information obtained from customer dealers and uses CAD machines to get good time to market which can also help to prevent any possible problems in production.

3. What kind of engineering savings is Regal achieving by using CAD

CAD technology has reduced development time and has reduced problems with tooling and production, resulting in a superior high-quality product. Design ideas rapidly find themselves in the styling studio, where they are placed onto CAD machines in order to speed the development process.

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

The benefits offered by the CAD design technology are mainly an important reduction in the time spent in product development. . By using CAD technology the Product quality increases and also the design time is getting shorter. Moreover it offers an improvement on the affairs related with tooling and production resulting in a better quality in the final product Other advantages are the production cost reductions caused by an existing Database availability.