

Study on Clarification of the Core Technology in a Monozukuri Company

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Abstract : It is important to clarify the company's core technology in product development process to strengthen their power in providing technology that meets the customer requirement. QFD method is adopted to clarify the core technology through identifying the high element technologies that are related to the voice of customer, and offer the most delightful features for customer. AHP is used to determine the importance of evaluating factors. A case study was conducted by using this approach in Japan's Monozukuri Company (so called manufacturing company) to clarify their core technology based on customer requirements.

Keywords : core technology, QFD, voices of customer, analysis procedure

Conference Title : ICIEM 2017 : International Conference on Industrial Engineering and Management

Conference Location : Prague, Czechia

Conference Dates : March 23-24, 2017