

A STUDY OF SUPPLIERS PARTICIPATION IN NEW PRODUCT DEVELOPMENT---USING MANUFACTURING BUSINESS AS AN EXAMPLE

賴維政、 郝傑民,唐啟發

E-mail: 9017486@mail.dyu.edu.tw

ABSTRACT

A GOING CONCERN OF ENTERPRISE IN THE GLOBAL COMPETITIVE ENVIRONMENT IS THAT CONTINUOUS INNOVATION DESIGN AND NEW PRODUCT DEVELOPMENT (NPD) IS NEEDED TO STRENGTHEN ENTERPRISE'S ACTIVITY. SO NPD IS VERY IMPORTANT FOR ENTERPRISE TO SURVIVE. IN FOREIGN COUNTRIES, THERE HAD BEEN RESEARCHES ABOUT SUPPLIER'S PARTICIPATION IN NPD. BUT FEW HAD BEEN FOUND IN DOMESTIC, AND THEREFORE, IT NEEDS MORE STUDY IN THIS AREA. IN THIS STUDY, I SHALL BE MENTION SOME SUGGESTIONS FOR ENTERPRISE AFTER RESEARCHING LITERATURE AND THE PRACTICE OPERATION OF MANUFACTURING BUSINESS OF NPD IN DOMESTIC. THE SUPPLIER'S PARTICIPATION IN NPD PROJECT IS A CONCURRENT ENGINEERING WITH OUTSIDE PARTNERSHIPS. IT WILL CONSIDER THE BUYER'S FOCUS TARGET/MANAGEMENT AND THE SUPPLIER'S FOCUS CAPACITY/KNOWLEDGE/SPECIALIST; INTEGRATE SUPPLIER INTO NPD PROJECT PROCESS THROUGH RISK ASSESSMENTS AND TIERS MANAGEMENT TO THE SUPPLIER. WITH THE PROPER TIER SUPPLIER PARTICIPATION IN EACH STAGE OF NPD PROJECT PROCESS, SOME SUPPLIERS HAVE RESPONSIBILITY FOR THE NPD PROJECT PROFESSION DESIGN SKILL. THEREFORE, THERE WILL BE SOME POSITIVE ASSESSMENTS FOR NPD PROJECT PERFORMANCE IN PRODUCT COST, MAKING UP THE QUALITY BETTER, AND REDUCING ITS LEAD-TIME. THIS STUDY PROVIDES SOME INSIGHTFUL CONCLUSIONS FOR MANUFACTURING BUSINESS THROUGH RESEARCH AND THE SURVEY ANALYSIS. IT WILL GIVE SOME SUGGESTIONS FOR ENTERPRISE'S NPD PROJECT, AND SPAWN FUTURE STUDIES IN THIS AREA. IT IS HOPED THAT THIS STUDY WILL HAVE SOME CONTRIBUTIONS TO THE MANUFACTURING BUSINESS

Keywords : NEW PRODUCT DEVELOPMENT KNOWLEDGE MANAGEMENT SUPPLIER MANAGEMENT INNOVATION MANAGEMENT RISK ASSESSMENT TECHNOLOGY ROADMAP CONCURRENT ENGINEERING

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