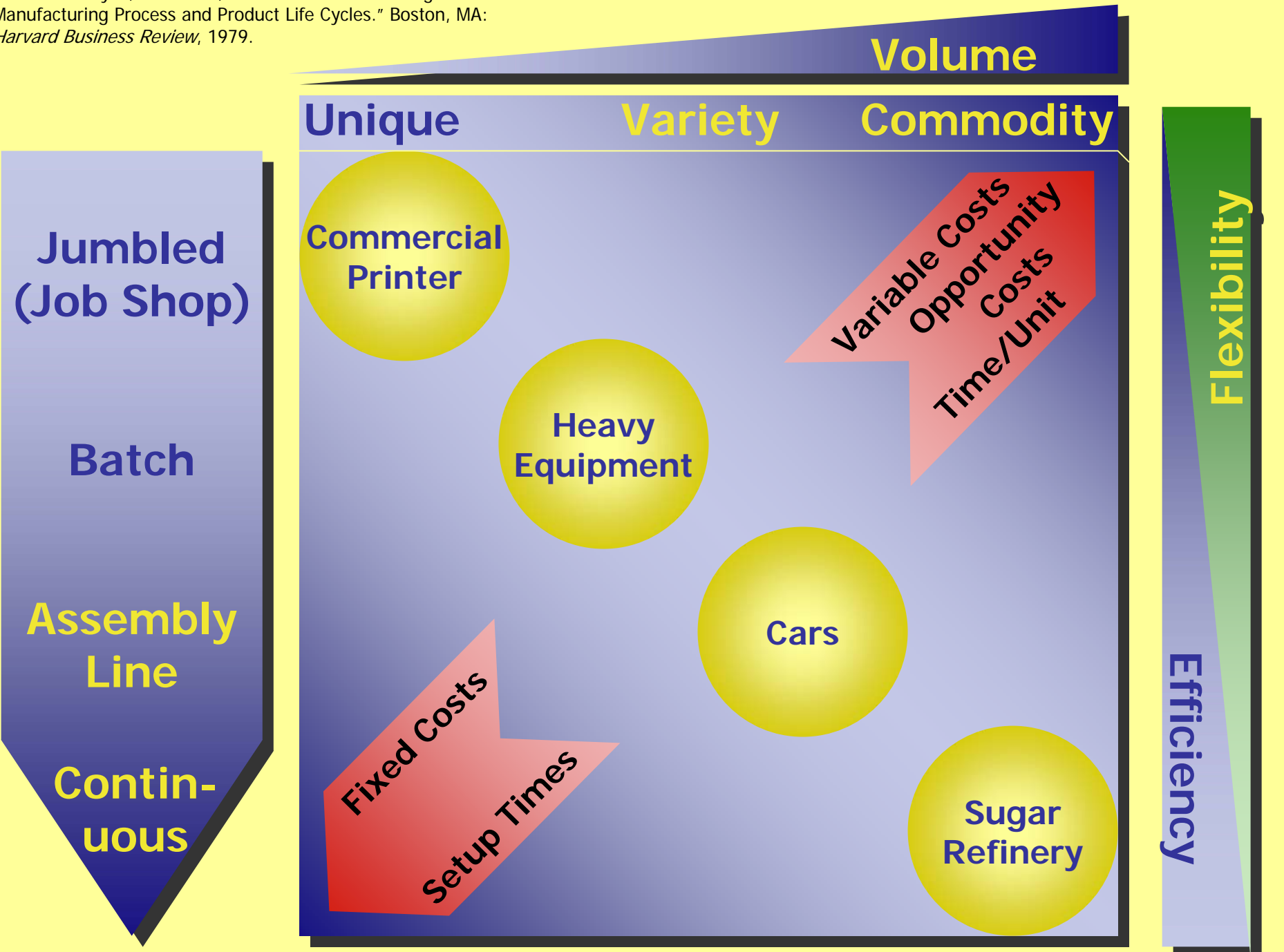


Based on: Hayes, Robert H., and Steven C. Wheelwright. "Link Manufacturing Process and Product Life Cycles." Boston, MA: Harvard Business Review, 1979.





# Wrap Up

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- People and Processes
  - Align Incentives with Process
- Product and Processes
  - Align Process with Market Position
  - Product-Process Matrix
- Cellular Manufacturing
- It's all in the numbers!



# Product-Process Matrix

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- Coordinate Manufacturing (Process Type) & Marketing (Market Segment)
- Most Companies live on Diagonal
- 2 Common Traps
  - Upper right: Time/unit & Opport. Costs up
  - Lower left: Setup Times up
- New Developments facilitate lower left



# Tomorrow ...

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Shift from

- Discussion of *Process Types* to
- Analysis of *Process Flows*  
(Next 3 Sessions)
- Voluntary Lead Off
- Sample Problems on Sloan Space
  - “Queueing Exercise”