



GainEdge Consulting

Partners in Smarter Procurement

Reference Case





Reference Case: New Product Development

For a multi-national automotive interiors giant having their headquarters in the USA.

This client approached us to help them in their development of one of the interior products used in trucks. The product constituted of metal parts and softer parts of leatherite or PVC. The challenge was to develop the product from scratch in a way that the cost reduction realized is in the range of 20 – 30 %. Team Gainedge took the challenge head-on and started off with their search for factories producing automotive components or sheet metal parts.

After extensive communication and visitations across the length and breadth of India, we placed our bet on 2 (two) companies, both producing exclusively for the automotive OEMs. Anticipating the quantum of business and new business avenues, these vendor companies expressed their full commitment towards developing the product as per the exact specifications and guidelines from the customer. We started off with the development of the prototypes. GainEdge team was following up with the ...

... development team of the vendor very closely and was very particular about the look and feel of the proto as we understood that the product was targeted for a high-end market. Few prototypes which were developed initially had to face rejections from the customer for obvious reasons, however we picked up constant feedbacks on refinement of the product with every rejection. After several trials and error, we were able to come up with the right product protos. The ones for which the customer felt confident enough. Although this has been a lengthy and animated process, but then development processes are intrinsically elaborate and time consuming, however at the end, it is highly rewarding to see our customer satisfied.

GainEdge was finally able to replicate the products here in India in a cost which is 30% less than the original. Now our customer is awaiting their customer's approval on when and how to start the commercial level production for these products. For GainEdge, it is mission accomplished



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Thank You

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📞 +91 981 081 0115

✉ info@gainedgeconsulting.com

🌐 <http://www.gainedgeconsulting.com/>