

PRODUCT DEVELOPMENT SYM² CONSULTING MODEL

Working with the highest performing companies in the world to launch new products, ASAP has created a product development process, SYM², to focus on the vital role assembly and packaging plays in the successful launch of new products.

Please slide the wheel to learn more about the SYM² methodology and how ASAP is able to help your company bring exceptional products to market, while maximizing your ROI.

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Scope Phase

- DRAFT PACKAGE DEFINITION REQUIREMENTS:**
- Protection, Sizing, Materials, Volume, POP Requirements, Environmental Considerations,
 - Product Attributes

- SUPPLY DEFINITION REQUIREMENTS:**
- Automation vs. Hand Assembly,
 - Distribution & Supply Chain Considerations

Prototype

- DOCUMENT DETAILS:**
- Bill of Materials
 - Assembly Instructions
 - Supply Chain Map
 - Workflow Map
 - Cycle Times
 - Delivery Date Validation

Launch

- OUTSOURCE OR INSOURCE:**
- Packaging Process
 - Supply Chain Management

Business Case Analysis

- PACKAGING FEASIBILITY & PRICE MODELING:**
- Develop research context analysis & price modeling tools

- SUPPLY CHAIN FEASIBILITY & PRICE MODELING:**
- Develop research context analysis & price modeling tools

Validation

- TEST & VALIDATE:**
- Package Process
 - Supply Chain
 - Pricing & Supply Chain
 - Pricing Revisions



SYM² balances the competing interests, inherent in new product development. We maximize your ROI on new products by uncovering the intersection where processes, product cost and launch date converge to have their greatest impact on ROI.

SYM² = MAX ROI
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