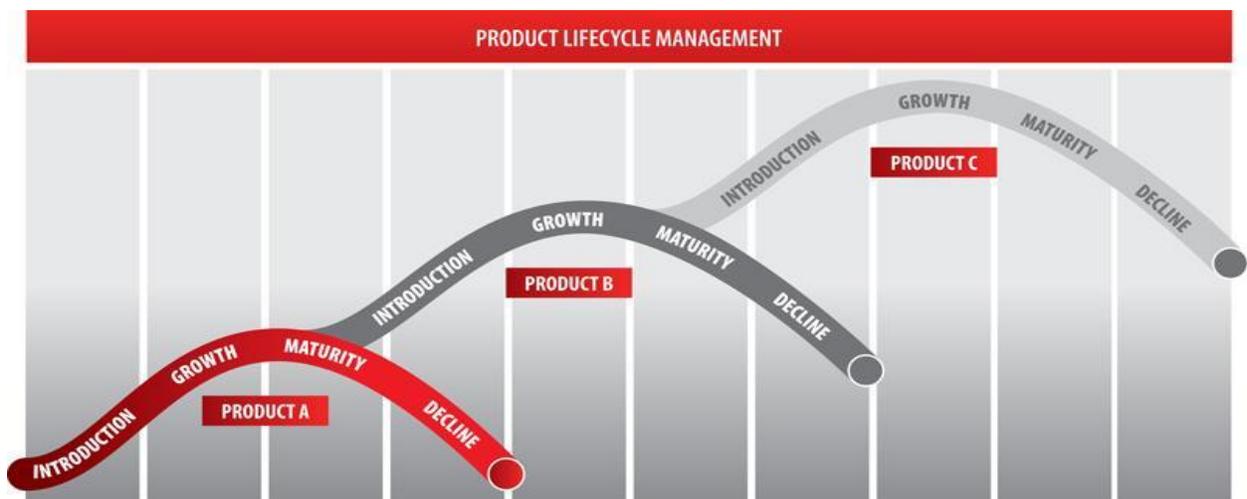




New Product Introduction Vs Regular Production: Managing the conflict

Product Life Cycles expectations and plans are now no longer in “years” - new product launches are planned every year...sometimes twice a year. People demand to see more options, more features and more innovation. Most major global manufacturers are already present in our country, and more are yet to come. We are seeing fierce competition between domestic and international brands. In the effort to increase sales and have a bigger chunk of the market share, every brand releases new models year on year.



The increased range of options and the increased frequency of new product launches present both a significant opportunity and a business challenge for component manufacturers. Component manufacturer will need to keep pace with OEMs and produce components for both the new and existing model at the same time with the same capacity. Some challenges faced are:

1. The range of products per year have increased
2. The need to manage shorter production runs of this range has increased the complexity of production planning and inventory control.
3. Timelines for development of new products have decreased

4. The number of products produced in parallel have increased the capacity required at launch has increased the time to ramp-up has shrunk significantly.
5. The risk of obsolete inventory has gone up
6. Servicing existing orders AND addressing new product requirement are BOTH required in order to retain a customer

ABS Badaal enables you to manage these conflicts and deploy your resources effectively and address both new and existing production requirements. You can track, monitor and manage the new product development process and plan resources like machines and people.

[Affordable Business Solutions](#) has enabled component manufacturers to address business challenges for over 12 years. Our strong understanding of the component manufacturing business has been embedded in ABS Baadal - an Industry Vertical Solutions for Component Manufacturers that includes a suite of pre-configured ERP/ CRM/ Business Analytics solutions offered on the Cloud Computing model for Component Manufacturers including Fabrication, Precision Machining, Foundry, Forging, Plastics, and Rubber. ABS also offers business consulting to enable you to embrace LEAN/ Global Manufacturing Excellence practices, when can help you implement programs to increase the value added per employee. ABS Baadal provides the IT solutions which can help monitor, track and increase the overall productivity and efficiency of your organization

Do let us know your thoughts and responses at [ABS Linked-In.](#)

If you would like to explore how you could leverage ABS Baadal and our business consulting services, please connect with us at absbaadal@abs.in

