

2nd page

: Situation

3rd & 4th pages

: Our Views

www.sripadmam.com

+91 99621 17222

support@sripadmam.com



SITUATION ANALYSIS

APQP

Preamble :

While performing a Workshop on APQP & PPAP with **Hubbell, Chennai**, there was a healthy debate on this situation !
Happy to share with you, the same !

Doc. Ref. : SPES / SA / APQP / 01

Advanced Product Quality Planning
(APQP)

SITUATION ANALYSIS

APQP

“XXX” is your NEW customer, who are in the Auto industry (OEM), from Vizag (AP).

Your company is having Hot forging and machining processes, so far supplying only to Non-auto customers.

The New Product Development (NPD) process in your organization is good, performing the NPD in different stages (gates or phases).

Now, your new customer wants you to implement full-fledged APQP & PPAP related activities on their new part, being developed by you.

- Your organization does not have a design facility on Product design.**
- Entire Product Design and development belongs to your customer only, as you are going to develop the part against the drawing given by your customer.**

In the above scenario, are you responsible for the Phase 2 of APQP, ie. Product Design & Development ?

Please choose 

SITUATION ANALYSIS

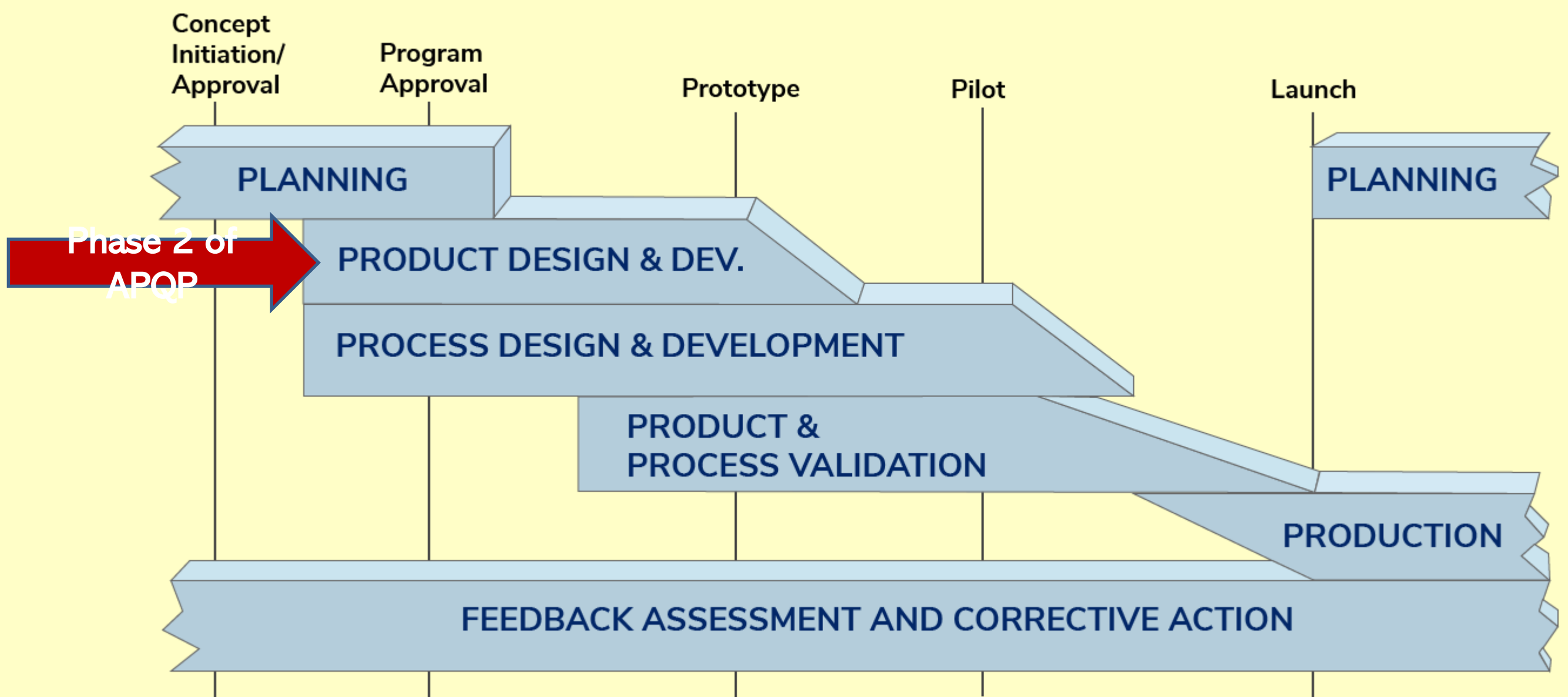
APQP : Our views

Options :

a) Our organization is NOT responsible for the phase 2 related activities of APQP – because
..... (please justify)

b) Our organization is very much responsible for the phase 2 related activities of APQP – because
..... (please justify)

Refer next page





SITUATION ANALYSIS

Our views.....

Your Organization is very much responsible for MOST of the activities, pertaining to Phase 2 of APQP (ie. Product Design & Development) too !

- ✓ *The term PRODUCT design & development confuses many !!!!*
- ✓ *Your organization is NOT responsible for the Product Design (because the drawing is going to be given by your Customer), but what about Product DEVELOPMENT ?*
- ✓ *Are you not responsible for the following activities of Phase 2 ? Viz. Design for Manufacturability (DFM), Proto sample build, New equipment, tooling & facility requirements, New gauging and test requirements, Feasibility study ?*
- ✓ *Please note, that all mentioned above are part of Phase 2 of APQP, Product Design and Development only !*
- ✓ *As per the new version of FMEA (AIAG-VDA version), the Special characteristics are to be identified by the Process FMEA team !*
- ✓ *Hence, it is obvious that your organization is responsible for implementing various (but not all. E.g. Design FMEA) activities of phase 2 of APQP !!! Convinced ?*

Please think !!!

