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Abstract

Quality Function Deployment (QFD) and Target Costing (TC) are two important phases in product design cycle. This paper proposes a methodology to integrate QFD and TC. TC is a cost management method it makes the planning group focus on the customer requirements and product characteristics for which they are willing to pay for the products. QFD identifies the customer requirements in initial phase of product development. It is customer driven approach to translate the customer needs into engineering characteristics through product design phase that final product meets the customer requirements. Integration of QFD in TC process takes a greater cost competitive advantages because QFD helps to identify the customer needs which

is highly rated by customer. Whereas TC helps in finding the alternatives solution to provide best features in product and providing most optimal substitute of its constituent without sacrificing product quality and features. This paper proposed an integrate approach of QFD and TC implement in initial phase of product development and also described the QFD structure and steps of QFD – TC process.

Refer

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