



## Course Information Sheet

**Course Title:** Principles of Value Analysis & Engineering

- *Managers overview*

**Duration:** One Day

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### Value Analysis & Value Engineering Training

*The Principles of Value Analysis & Engineering course delivered by Pera deals with a structured process to define and design value into products, services & processes presented to suit the needs of managers of any business function with a stake in new product, service, process development.*

### Course Overview

The objective of this Managers overview course is to make Directors and Managers aware of the tools and techniques used in 'need based' innovation. Value analysis & value engineering is a structured, phased process that identifies the needs of the customer and translates these needs into a technical language based on function. This method of describing what something 'does' rather than what something 'is', promotes a way of thinking that can deliver customer focussed, divergent solutions. The overall aim is to produce maximum customer value at the minimum cost.

### Business Benefits

This course will help to ensure that companies are aware that needs-based innovation is one of the most important approaches to business growth. Many businesses do not fully understand the customer/consumer problem (opportunity) and therefore fail to produce the optimum commercial offering. Managers who have undertaken the training will have a fuller understanding of the concept of value, how to obtain their customer's requirements (the customer perception of value) and how to translate this language into a design process that facilitates creative solution. Clearly, this will provide business benefits such as innovative new products, services or processes and costs that are targeted at value add.

### Learn

- the concept of value;
- obtaining customer feedback on value;
- quality function deployment – translating customer needs;
- product design specification;
- functional analysis tools;
- cost analysis tools;
- developing a value engineering job plan.

### Mode of Delivery

This course is normally delivered at the employers premises in groups of a maximum size of 15. The course can alternatively be delivered at our training facility if this is preferred.

### Audience/Pre-requisites

This course is designed for Directors and Managers of companies involved in the design & supply of new products, services and processes whether for internal or external customers.

### Further Training/Assistance

For more information on this course or for how we can assist your organisation with other training needs, please contact Arlene Blackwell at Pera.

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