

Speeding time-to-market to reach new customers

Accelerated entry into the smart appliances market tapping on expertise in wireless connectivity, Human Machine Interface (HMI) and creative supply chain management for cost-savings and higher margins

SUMMARY

An outdoor cooking industry leader famous for their line of kettle-grill-makers wanted to venture into the smart appliances industry and had requested PCI to manufacture and launch their new product to market using just nine months. Meeting the tight timeline to accelerate the product's time-to-market, we also lowered product outlays through reducing material and assembly costs, bringing cost-savings and higher profit margins to our partner. With our help, our partner managed to expand their product offerings and entered a new market to reach new customers as a result.

THE CHALLENGE: A RACE AGAINST TIME AND COST OBJECTIVES TO MEET



Nine months to complete product design and to be ready for production



Reduce product outlays including material and assembly costs

When a world leading provider in high-end outdoor cooking appliances approached us to launch their new product—a smart cookware—the challenges were to have its design ready for production in nine months whilst meeting cost objectives. We acted as our partner's design consultant and were **integrated into their engineering team to provide design development support in mechanical engineering (pertaining to tool design and sheet metal fabrication), design for manufacturing and design for quality.**



THE SOLUTION: PRODUCT DESIGN EXPERTISE AND CREATIVE MATERIAL SOURCING



Robust experience in wireless connectivity and Human Machine Interface (HMI)



Cost reductions through creative material sourcing and lowering assembly costs

With our expertise in wireless connectivity design and manufacturing, we assisted in PCB layout and had sourced for the best cost and performance components for smart home devices including **component consolidation between multiple SKUs**. Our design experience in Human Machine Interface (HMI) contributed to the product development including LCD selection and keypad design. The design of multiple SKU smart cookware assemblies was completed on time to meet scheduled production start date.

To reduce material and assembly costs, we integrated a supplier who could provide a 3-in-1 power input solution to replace a separate switch, fuse holder and power input receptacle. The bill of materials (BOM) of multiple SKUs were also examined and compared to consolidate common materials to achieve cost-savings for our partner.



THE IMPACT: NEW PRODUCT OFFERINGS, NEW CUSTOMERS AND A NEW MARKET



Reduction in product outlays leading to cost-savings and higher profit margins



Expanded product offerings, new market entry and new customers

Within a short time-to-market, the smart cookware was launched and the cost reduction efforts we had implemented brought **significant cost-savings and higher profit margins** to our partner. Venturing into another market with the new smart cookware, our partner was able to expand their product offerings with a new line of smart appliances to add to their product portfolio and more importantly, tap into the smart appliance market to reach new customers.



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