

**Manufacturing and the Product Cycle**

**A Case Study of Moran Furniture**

**During the Program**

***Product Concept***

1. Where do the designers at Moran Furniture get their inspiration for a new product?
2. What is Moran’s ‘edge’ that sets them apart from their competitors?

***Product Design & Prototype***

1. What length of time do Moran allow for the design and prototyping of a new product?
2. The Production and R&D departments assess the viability of each new product concept. What things do they assess?
3. Which two departments work together on the prototype of a new product?
4. Why does prototyping occur in a section of the factory separate from mass production?
5. How have advances in Technology aided design?
6. Explain one of the design constraints that the design department works around.

***Production and Distribution***

1. How many people are involved in the manufacturing stages of the product cycle at Moran?
2. Describe the assembly line process at Moran.
3. Name two of the new technologies which have had a positive impact on production at Moran. Explain the positive effects of each.
4. How does Moran ensure that each piece of furniture arrives to it’s destination in a quality condition?

***Marketing & Sales***

1. How does the ‘Moran’ brand name work in their favour?
2. What is the function of the Moran show rooms to both customers and to retail buyers?
3. What types of Research and Development occurs at the Marketing and Sales stage of the Product Cycle?

***Evaluation and Modification***

1. How does Moran decide if they are to scrap a product range?
2. Why is it easier to modify an existing product compared to creating a new product?

***The Product Cycle – Moran Furniture***

1. Add the roles/ people involved at each stage of the Product Cycle

**Product Concept**

**Evaluation & Modification**

**Sales & Marketing**

**Production & Distribution**

**Design & Prototype**

**Research & Development**