

MARKETING SEMINAR - MORRISON, ILLINOIS

September 28, 1959

LD Miles

"Introduction And Philosophy of Value Analysis"

Started - sooner - startled Winne - quality

Examples

What is value

Tie - tie clasp - button

Work - Sell

Lowest cost Rel. Acc. Funct. - or "Necessary Cost"

Precisely what does the customer want

Philosophy

Average people

Necessary cost - unnecessary cost

Providing function

Identify Function

Evaluate function

By comparison

Use Special techniques

Value contribution across the board

Identify

Evaluate

Started Purch. - now all

Consultants work

Teach - metallurgist

Consult - tax specialist

Value work - art -

Criticize artist's work

Cost no relation to value

Double Nut

Blast & Refine

Stud

Largest deterrent

Decision environment