

## Concept Generation

Customer Requirement	Datum	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5	Concept 6
Concept Description	Current Equipment	Current Equipment	New/Current Equipment	Only New Equipment	Manufacturing Outsourced	Only New Equipment New Processes	All Operations Outsourced Including Sales
	Current Processes	New Processes	New Processes	New Processes	New Processes	Labor Outsourced	
<b>Lead Time</b>	Original	+	+	+	+	+	-
<b>Labor Cost</b>	Original	S	S	+	+	-	+
<b>Equipment Cost</b>	Original	S	-	-	+	-	+
<b>Employee Relationship</b>	Original	+	+	+	-	-	-
<b>Operating &amp; Maintenance Cost</b>	Original	S	+	+	+	+	+
<b>Profit Margin</b>	Original	+	+	-	-	-	-
<b>Capabilities</b>	Original	S	+	+	+	+	+
<b>Quality</b>	Original	S	+	+	-	+	-
<b>Productivity</b>	Original	+	+	+	-	-	-
<b>Customer Relations</b>	Original	+	+	+	-	+	-
<b>Score</b>	+	4	7	7	5	5	4
	-	0	1	2	4	5	6
	S	5	1	0	0	0	0