

IMPLIMENTATION OF COST CUTTING STRATEGY IN AN INDUSTRY

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ABSTRACT

The study is based on the fact that the cost of headlamp of an automobile can be reduced by replacing the costly component by any cheaper one. Various experiments are performed to identify that component and finally the Adopter; which was previously made up of Aluminium is replaced by Sheet metal and the cost of the Adopter is reduced by Rs. 5 per component.

KEYWORDS: Value Analysis, Value Engineering, Functional Development, Functional Evaluation