

References

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Appendices

Appendix A

Regional accessory development questionnaire

(Questionnaire 1)

Regional accessory - Questionnaire

This questionnaire is part of thesis topic "regionalization product development - a case study of vehicle accessory" in Master of Engineering Management Warwick University. The information will be confidentially used for academic purpose. There are 11 questions in 2 pages, thank you for your kind support answering the questions.

1 Country you're in

- Japan Australia New Zealand South Africa China Taiwan
- Philippines Indonesia Vietnam Thailand India

2 To what extent do you agree/disagree with the following statement

statement	agreement level				
	lowest			highest	
	1	2	3	4	5
1 When people in my country buy a car, they look for accessories as complimentary from dealership.					
2 Vehicle fully equipped or personalized attracts people to buy the vehicle or increase dealer traffic.					
3 People in my country usually compare vehicle and accessories quality and pricing before buy.					
4 Accessory brand is important. (i.e Ford, TRD, RallyArt)					
5 People may complain about accessory after using for a while but continue to use it without claim back.					
6 There are lots of aftermarket product available, with latest technology and easy to get.					
7 People who buy accessory doesn't care where the part was made or engineered.					
8 Trade off between local requirement and regional lower development cost is acceptable.					
9 Logistics has high effect to product cost in this region.					
10 If part information (recycling ability, material, process, "made in", etc) can be added to the part, will this accelerate customer attention.					

3 Please prioritize accessory development factor you think influences most to your customer

- _____ Cost (comparable to other OEM products)
- _____ Cost (comparable to aftermarket products)
- _____ Quality (high quality comparing to other OEM products)
- _____ Quality (high quality comparing to aftermarkets products)
- _____ Time (available at vehicle launch)
- _____ Styling and function of the part meets market requirement
- _____ Others, please specify _____

4 Why do you think regionalization development is useful

- Reduce development cost
- Increase product consistency and quality
- Solve resource issues
- Be One Ford

5 What kind of part should be developed by regional team

- Safety related parts reverse sensor wheels
- New technology/fashionable parts sticker SAT NAV body kits
- Base parts can be sold in all countries acrylic parts tow parts floor mats

6 Which logistic route do you think is best for accessory business

- supplier -> FCSD (supplier country) -> FCSD (buyer country) -> dealer
- supplier -> FCSD (buyer country) -> dealer

7 Which process do you think suits more to accessory business

- fast, flexible, low cost
- integrated to base program, high quality, available at launch

8 What are the reasons you think local development should be pursue

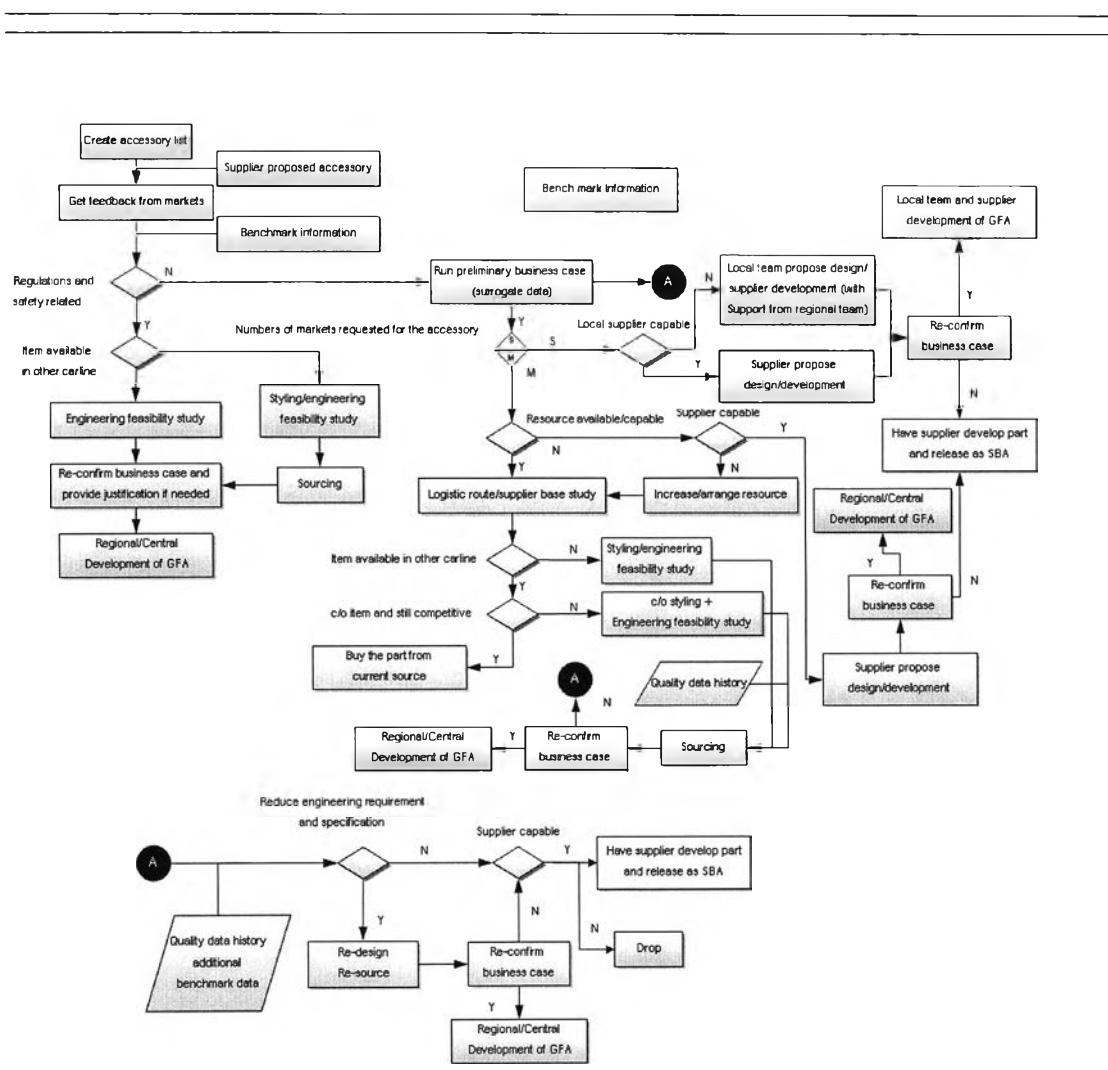
- domestic requirement only, no export opportunity
- supplier highly capable so let supplier help to develop the part and warrantee for it
- small volume and need to reduce development cost and time

9 What are current issues in selling accessory in your country

- Sales team and dealers are not aware of the part availability
- Part was delayed from launch timing
- Part price is higher than the competition
- No commission for sales team
- Part doesn't look unique or different enough
- Lot's of customer complain and return
- Others, please specify _____

10 Any suggestion?

See accessory regional development decision diagram below, do you agree or not and why



Appendix B

New accessory development model evaluation form

(Questionnaire 2)

Decision making model evaluation form

Date: _____

Please check the rating scale you agreed with

	Strongly disagreed	Disagreed	Neither agreed or disagreed	Agreed	Strongly agreed	Remark
	1	2	3	4	5	
1 The model fit to accessory business environment						
2 The objective of the model is clear						
3 The process and technique use is appropriate						
4 Wanted parts are not dropped too early						
5 Parts likely not to justify business case are						
6 Information required can be obtained easily						
7 Information required are best estimations						
8 Knowledge and experiences of the user can be						
9 The model is not too complicated to follow						
10 It is easy to add or change decision parameters						
11 Factors used in the calculation are appropriate						
12 Calculations are done correctly						
13 Main problems encountered in selection process (Agreed upon the criteria, weighting, rating/ ranking, analysis and road mapping)						
14 The outputs of the process were worth the time						
15 The outputs facilitate decision making						
16 The outputs can be used as input to next process						
17 Modifying some of the parameter did not change						
18 Model's strong point						
19 Model's weak point						
20 Suggestions for improvement						

Biography

Kanida Chaiyawat was born in Bangkok, Thailand on 2 November 1979. She graduated Bachelor of Engineering in Aerospace Engineering (1st Class of Honour) from Department of Aerospace Engineering, Faculty of Engineering, Kasetsart University, Thailand in 2002. The senior research project was "Structural Test of an Unmanned Aerial Vehicle". She then received a scholarship from the French Embassy to continue her study on a specialized course and received a certificate in Computer Aided Engineering and Design Programme (With Honour) from ESTACA (Ecole Supérieure des Techniques Aéronautiques et de Construction Automobile), Levallois, France in the same year. The research project according to the program was done with Dassault Aviation team on "Design and Pre-sizing of Wing Structure". After that, she had completed an internship at ESI Company, France in the field of Finite Element Method on a car suspension system.

After coming back to Thailand and worked for 4 years, she enrolled to the dual Master's degree programme provided by Chulalongkorn University (Master of Engineering in Engineering Management) and University of Warwick (Master of Science) as a part time student.

