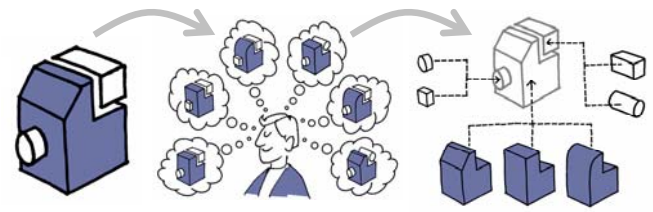
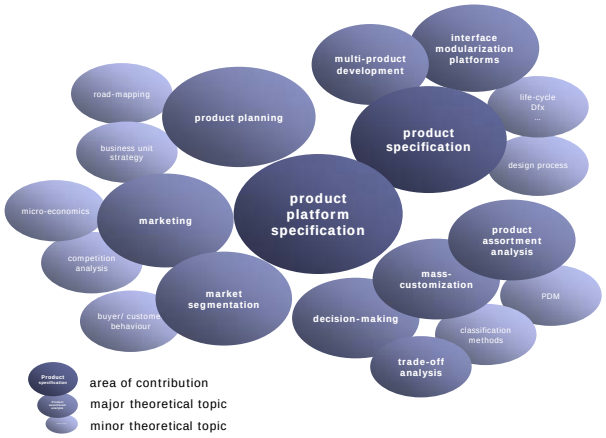
background



- the **initial** product
- market demands
- the **modular** product

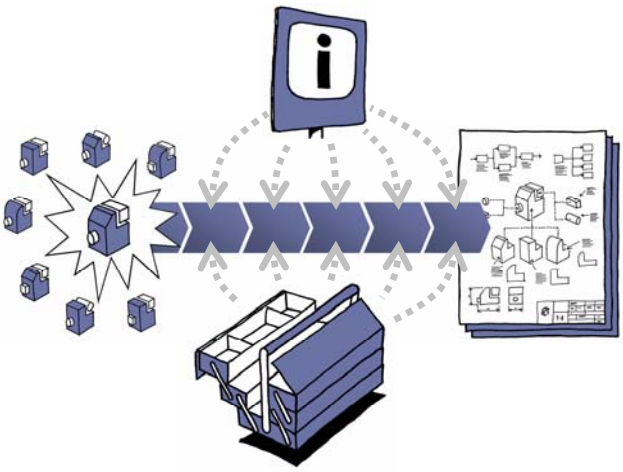
- market calls for customized products at competitive price-level
- a history of single-product development has burdened companies with complex product assortments
- modular product architectures/platforms is one means of obtaining cost-competitive product customization
- reality show that companies find it difficult set up target specification for entire product assortments

tfc - theoretical foundation and contribution model

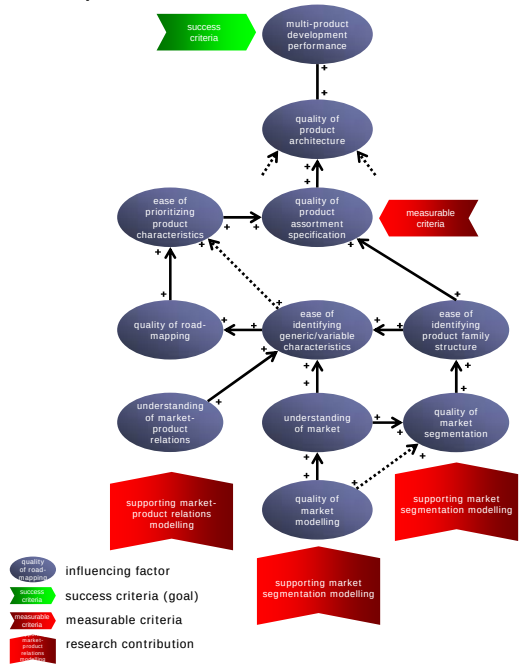


expected result

- present new product assortment specification procedure
- identify necessary steps in the specification procedure
- identify the input that is relevant to specify a product assortment
- develop modelling tools to support the specification procedure
- develop modelling and visualization methods to support modelling and documentation of the specified product assortment



reference/impact model



goal

- to increase multi-product development performance through assessment of product assortment specification and hereby improve product architecture quality by introducing new market modelling methods and tools assessing market-product relations modelling and market segmentation modelling

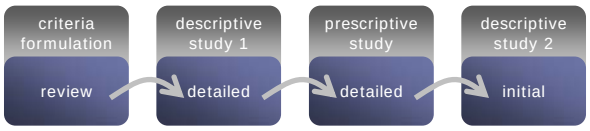
hypothesis 1

- it is possible to support and improve product assortment specification by assessing market-product relations modelling

hypothesis 2

- it is possible to support and improve product assortment specification by assessing market segmentation modelling

research approach



- critical rationalism and inductivism
- in depth study of state-of-the-art literature within the research area
- secure against conflicts with the theoretical basis
- implementation and testing of results at case study partners

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specification of product assortments

based on modular product platforms