

Nissan Canada Inc



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Nissan's Objectives

- Increase Revenue
- Reduce Costs
- Build Customer Value
- Decrease inventories of finished goods

ICON

Proposed

The ICON project would change Nissan's North American ordering process from a make-to-stock to a make-to-order environment. This is an effort to closer align production with customer demand. Cost: \$6.5 million - Time: 18 months

Competitive Challenges

*Market size was reletively consistent

Year	Change in Market Size
2003	3.20%
2002	-1.40%
2001	-0.70%
2000	-1.30%
Total Change	0.77500%

