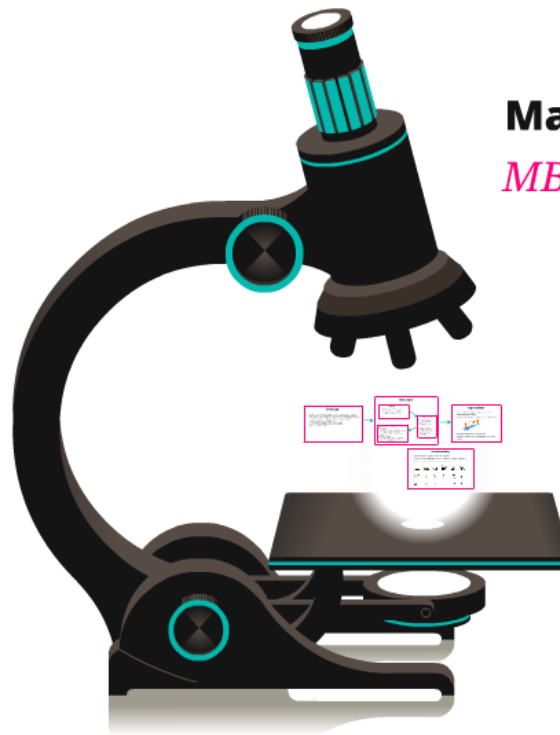


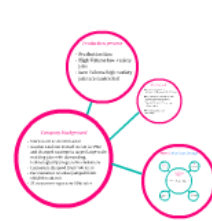
Managing Innovation at Nypro

MBA 513 Summer 2013 - Team VII



Introduction

- Company Background
- Market Analysis
- Improvement Strategy



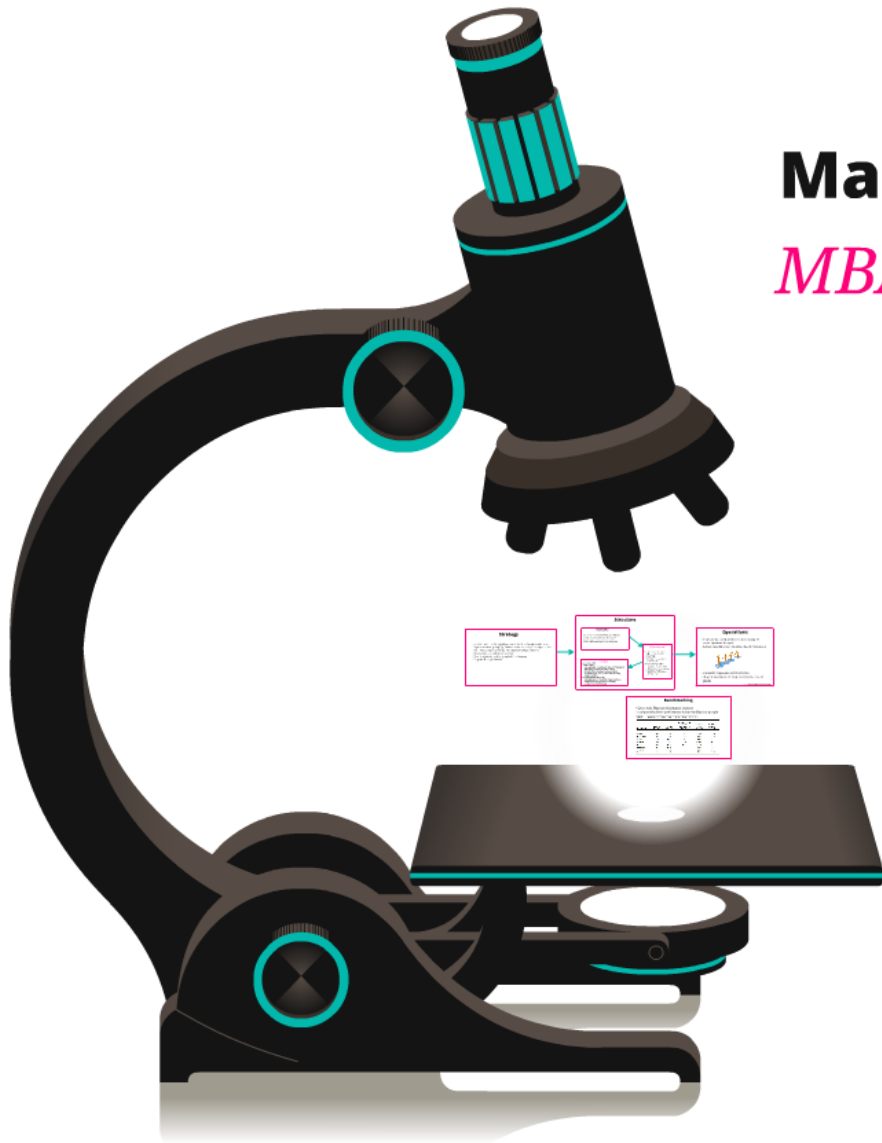
Thank You
Questions?



TheCaseSolution.com

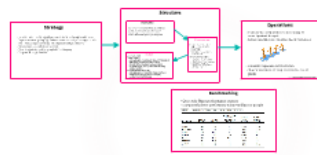
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Why fail?

- 1) The investments of capital in R&D
- 2) Higher taxes

Suggestions:

- 1) Focus on the product innovation that is not too far ahead of the market
- 2) Build and improve your relationship with the customer - innovation in production that matches with the customer will be the best strategy. Others will lose out and fail.

Thank You
Questions?

References:

- 1) The Case Solution.com
- 2) The Case Solution.com



Reference: <http://libert.com/strip/komic/2006-11-26-7>

Summer 2015 -

Introduction

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- Improvement Strategy

Production process

- Production Line
- High Volume low variety jobs
- Low Volume high variety jobs are contracted

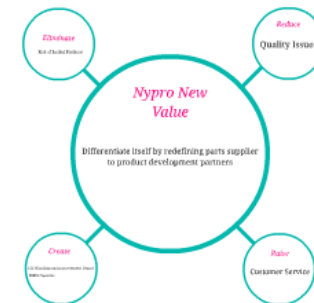
Market Analysis

- Who are our Customers?
- Technologically progressive customers
- What problem do we solve for them?
- Product Development Support
- Operate close to customer
- Deliver exactly as per expectation
- Deliver on time
- Why do they come to us?
- Knowledge

Company Background

- Started out as small molder
- Gordon Lankton started as GM in 1962 and changed strategy to target large-scale molding jobs with demanding, technologically progressive customers
- Customers dropped from 700 to 50
- Per customer revenue jumped from \$60,000 to \$4 mil
- 35 customers represent 80% sales

Nypro's Blue Ocean Strategy



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