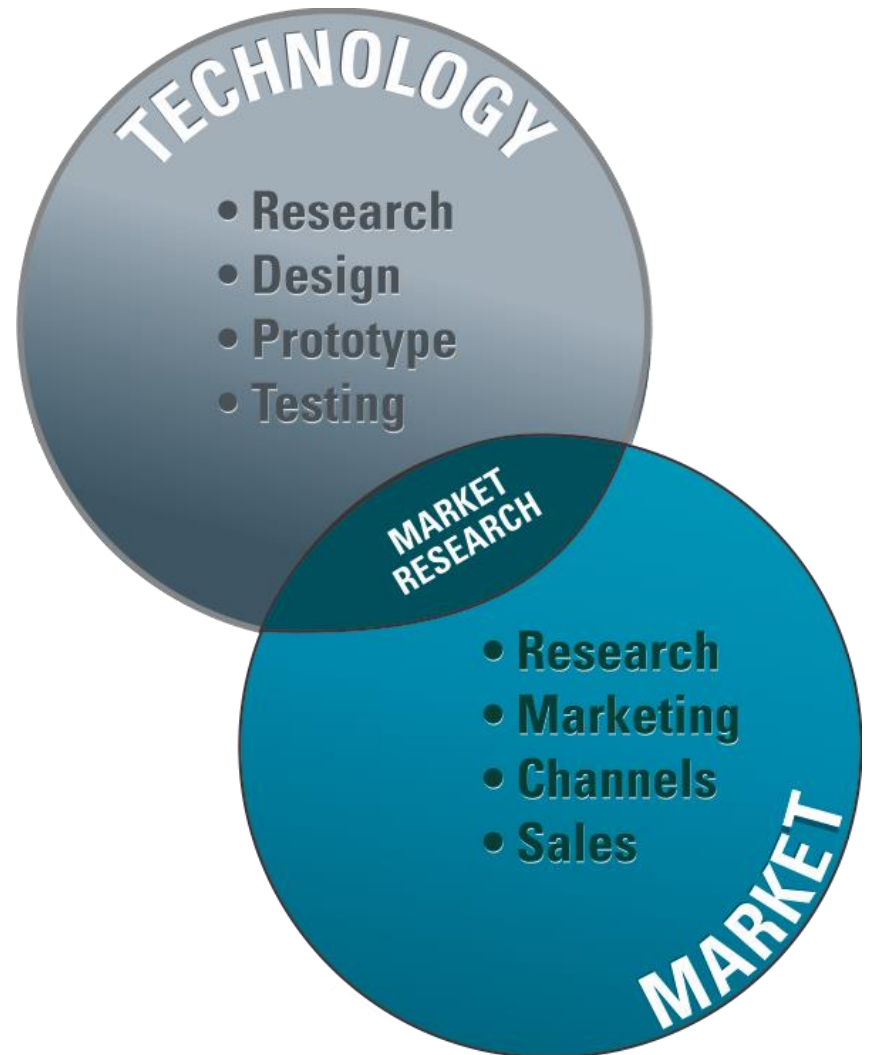


# MARKET



# IMPORTANT INTERFACE

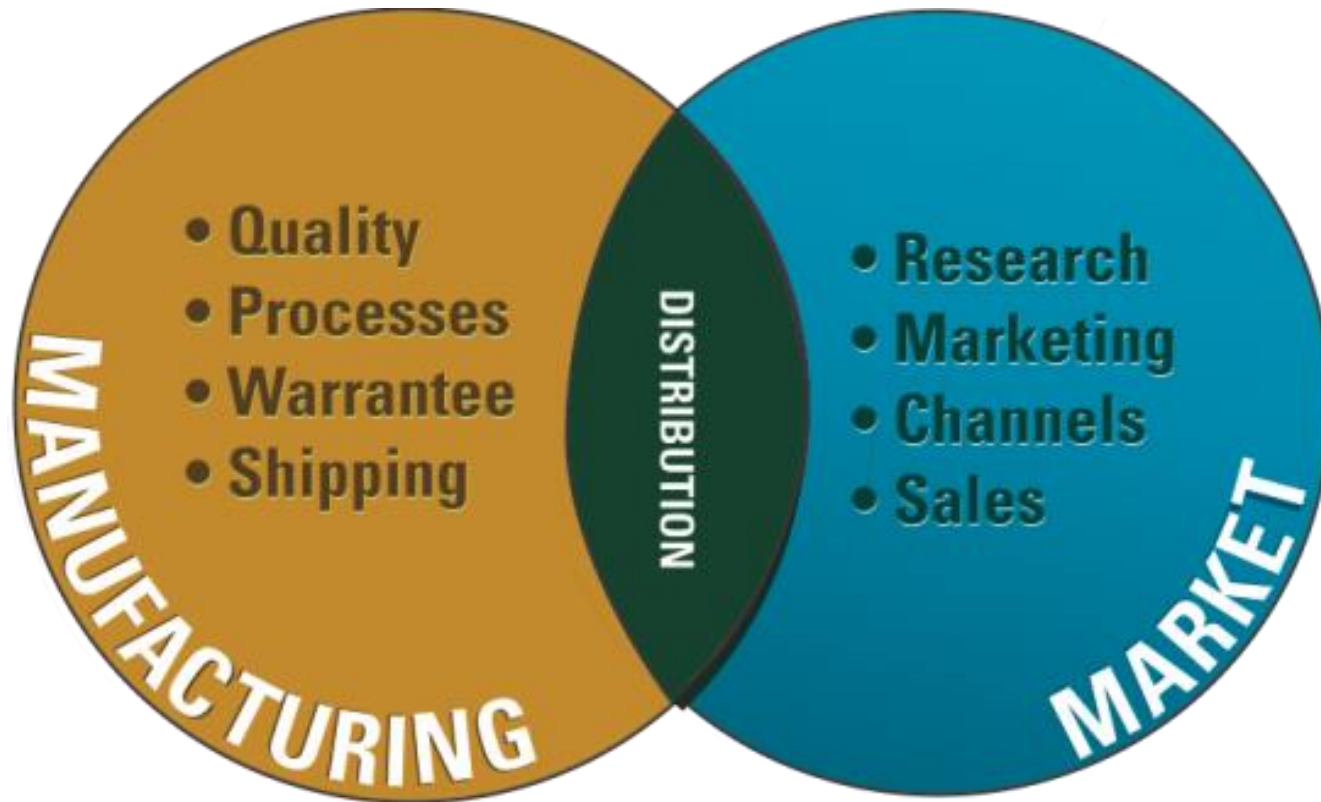
**Before the design activity starts a Product Requirements Document must be prepared. This then leads to a Design Specification, which describes the technology, its application to meet the Product Requirements, manufacturing needs and cost/volume targets.**



# BUILDING THE PRODUCT



# DELIVERING THE PRODUCT TO THE CUSTOMER



**Manufacturing and Marketing work with the distribution channels to optimize inventory and deliver the product to the customers.**

# PUTTING IT ALL TOGETHER

