Quick Response Manufacturing (QRM) is a companywide strategy to cut lead times in all phases of manufacturing and office operations. It can help you bring products to the market quicker and compete in a rapidly changing manufacturing arena while increasing profitability by reducing cost, enhancing delivery performance and improving quality.

**KEY BENEFITS**

Manufacturers face a growing trend: customers increasingly requesting highly customized products at short lead times. Companies that have responded to this challenge have seen growth in profitability and market share. The key to this success: reducing lead times to eliminate waste from expediting, excess inventories and high overhead.

QRM provides a time-tested set of principles and tools to reduce lead time throughout an extended enterprise and build a strong foundation for long-term growth. QRM has helped companies reduce lead times by more than 80%, reduce costs by 20-40% and substantially increase market share.

**TARGET AUDIENCE**

If you manufacture low-volume, high-variety or custom-engineered products, join us for this hands-on workshop and learn how Quick Response Manufacturing can give you a strong competitive advantage and position your company to compete with low-wage countries.

You’ll learn how QRM helps you:

- Slash lead times in manufacturing and office operations by 80% or more
- Rapidly introduce new products
- Cut manufacturing costs
- Reduce overhead
- Manufacture higher-quality products
- Increase market share

**PROGRAM CONTENTS**

- The Strategy of Time
- The Four Elements of QRM
  - The Power of Time
  - Organize for Quick Response
  - Exploiting System Dynamics
  - A Strategy for the Whole Enterprise
- Implementation Process

**REGISTER**

To register, visit: mays.tamu.edu/QRM

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