

SEMICONDUCTOR MATERIALS INDUSTRY: Division Startup - Product Commercialization

Out Sourced Product Manufacturing

Client: A start-up division of a multi-billion dollar global manufacturer of specialty chemicals and metals.

Project: Commercialize a related product line extension in a totally outsourced production environment.

Approach: Alexander & Company and the Client determined that a new product line extension was completely incompatible with the Client's automated factory design and therefore commercialization of this product only made financial sense in an outsourced approach. Alexander & Company organized the Client's team to survey potential suppliers, established an outsourced production process, established production contracts, produced prototype and pre-production samples, and provided qualification samples. The team prepared Quality plans, detailed process control specifications, and worked with suppliers as they developed specialized production processes. With the Client's Marketing group, Alexander & Company worked with OEM's in the evaluation of first article samples.

- Results:**
- First articles were provided to the OEM within 6 months of project initiation.
 - Product margins exceeded 60%.
 - Minimal capital investment was required based on the outsourced strategy.
 - Procurement of this product was integrated into the Client's existing supply chain methodology and required no dedicated support staff.
 - Alexander & Company turned over an operational turnkey solution.