

EDITORS

ERRY YULIAN TRIBLAS ADESTA

MOHAMMAD YEAKUB ALI

AKM NURUL AMIN

DESIGN FOR MANUFACTURE

Towards Improved Manufacturability



IIUM Press

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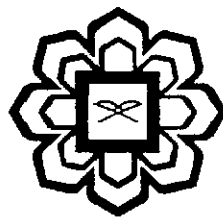
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Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
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Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

ISBN: 978-967-418-159-8

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN.BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan
Tel: **+603-6188 1542 / 44 / 45** Fax: **+603-6188 1543**
EMAIL: iiumprinting@yahoo.com

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Engineering Project Management in Automotive Industry

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1. Introduction

Enormous studies use to be carried out so as to have effective and efficient way of developing project in industries. Generally, in automotive or any other big industry, manufacturers have several products and they constantly replace an existing product or introduce a completely new product depending upon market requirement or consumer choice. In a firm, each project has many linkages to other projects technically or organizationally. These inter-linkages between projects can be within a firm or with the supplier or based on data from similar product of the firm. Therefore, managing the different projects which interact organizationally or linked technically is very important to influence its resources in as many as project possible. However, this chapter explores multi project management and its effect in organizational growth.

From the last few decades, management of new product development has become a challenging issue in global competition from other firm which produces similar product. Numerous studies have been undertaken in academics on how efficient and effective projects are in various industries. Several studies has been done to explore the factors which led to project success in the market [1], [2], [3]. In recent years, due to the accelerating change in technologies and customer needs, enormous studies are being focused on speed and productivity of projects [4], [5], [6], [7], [8], [9], [10], [11]. All these project management research were emphasized to reduce development time and higher cross functional coordination. For instance, in [9] they describe a “heavy weight” project manager is the one who coordinates early completion of the project by incorporating various functions such as design, manufacturing, marketing and by facilitating the overlaps among these functions in a parallel approach rather than sequential. High level of productivity in individual project may contribute in making an industry more efficient in product development cycle.