ABSTRACT

Economic success for manufacturing companies depend on their ability to fully understand the needs of customer, and to design, develop and create products that meet those needs with low cost at the precise moment.

Design for Manufacturing (DFM) concept can be applied to minimize the cost of designing and developing products. DFM application can be done by selecting the correct manufacturing process and components to be used. This selecting process optimizes the process of product design and development with cost as a vital consideration factor.

This research analyses the process of designing a bicycle for children with three consideration factors in mind; to meet the voice of customer, to reduce components, and components modularization. The result is meant to be used by children's bicycle manufacturer.

Keywords: needs, customers, design, cost