

Project Example: Development Project for a Mid-Sized Supplier

Client

Mid-sized, owner-managed 2nd-tier automotive supplier of mechatronic components for car seats

Task

- Rapid completion of a stalled development project for a mechatronic pre-product for car seats intended for two major first-tier car seat manufacturers and, subsequently, two premium automakers

Problem

- The client's product development was so far behind schedule that several launches of premium vehicles had to be postponed.
- The complexity of the product to be developed, with subcomponents sourced from five production sites across three continents, overwhelmed the client's organization.
- From the perspective of the client's supply chain, it was too late in the project timeline to switch to another 2nd-tier supplier.

Assignment

- After two of the client's project managers tried unsuccessfully to resolve the issues, the automakers requested professional external support.

Duration

- 7 months

Result

- Communication within the client's global organization was systematized.
- Communication between the client, its first-tier customers, and their OEM customers was made transparent, with openness regarding both problems and opportunities. Trust in the client's statements was restored.
- The client successfully completed the extensive development work within seven months. The launch dates for the two OEMs were almost met.
- Subsequently, annual sales of the client's product reached approximately 200 million euros.