Manufacturing Technology Training
An IMTMA initiative

Module 4: Fundamentals of SPC - Sales and Marketing Perspective
Date : 15 December, 2022
Time : 0940 Hrs to 1300 Hrs (Online Mode)

INTRODUCTION

SPC, Statistical process control, is a scientific basis for attaining economic control of the quality of the product being manufactured, through the establishment of control limits to indicate at every stage in the production process from raw material to finished product. SPC is used to track variation in the quality of products and verify if the variation is within economically desirable levels. Any alarming variations can be observed, a root cause analysis can be carried and corrective actions can be placed to bring the process back under control.

A quality product can only be manufactured if all the processes in a company are under control, therefore everybody in a company is responsible for quality. Sales & marketing professionals selling manufacturing equipment can only add value to the sale with good knowledge of SPC.

To provide an in-depth understanding of technical aspects as well as best practices of sales & marketing strategies, IMTMA is organizing a 6-day online training programme on Effective Sales and Marketing of Machine Tools and Accessories Dec 12-17,2022 from 0940 to 1300 hours each day.

On 15 December 2022, you may attend **Module 4: Fundamentals of SPC - Sales and Marketing perspective.**

FOCUS AREAS

Module 4: Fundamentals of SPC - Sales and Marketing perspective

- Introduction to SPC concepts
- Role of SPC in machine tool acceptance
- Process capability – Cp, Cpk
- Machine capability - Cm
- A case study in SPC

KEY TAKE AWAYS

- The importance of SPC for a manufacturing organization
- Interpretation of control charts
- How SPC can add value to improve quality and productivity, thus constantly decreasing costs
- How SPC can help win business and move the focus away from the just price of the equipment

FEE PER PARTICIPANT (PER LOGIN)

Rs. 3000/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 120/-
Overseas Participants

Group Concession : 10% for 3 to 5 and 30% for 6 and more delegates being nominated from the same company

FACULTY

Mr. Gautam Doshi, Advisor - IMTMA
Mr. Doshi is a B.Tech. (Mech) from IIT, Powai and an industry expert with over 40 years of experience in Machine Tool and Automotive industry. He has conducted several training programmes, seminars & workshops on machine tool and metal cutting related subjects. Mr. Doshi is former Vice President & Technical Director, PMT Machine Tool Automatics Ltd., Pune and has also served in Tata Motors for over 5 years.

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REGISTRATION : Prior registration with an online advance payment is must. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.