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Decision Support for Frugal Products and Production Systems based on Product-Process-Resource-Skill & Variability Models

Yazgül Fidan^{a,*}, Arndt Lüder^a, Kristof Meixner^b, Laura Baumann^a, Julia C. Arlinghaus^{a,c}

^a*Otto-von-Guericke University Magdeburg, Chair of Production Systems and Automation, Universitätsplatz 2, 39106 Magdeburg, Germany*

^b*Christian Doppler Laboratory SQI, TU Wien, Favoritenstraße 11, 1040 Vienna, Austria*

^c*Fraunhofer Institute for Factory Operation and Automation IFF, Sandtorstraße 22, 39106 Magdeburg, Germany*

*Corresponding author. tel.: +49-391-675-7468; fax: +49-391-674-2404. email address: yazguel.fidan@ovgu.de

Abstract

Companies intending to introduce frugal products into emerging markets need to consider economic, technical, and socio-cultural constraints. Customizations of their products to local demands require adjusting the respective production system. Thus, companies have to decide about the technical and economic feasibility regarding production of frugal products. As decision support, we propose the novel combination of Product-Process-Resource-Skill & Variability (PPRSV) models with knowledge on typical constraints. Because PPRS models incorporate the process-resource-skill combinations of all drafted variants of a product, they foster a decision about introducing particular frugal products in targeted markets and an estimation of the required effort.

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