



APQP (Advanced Product Quality Planning)

THRIVE AS A N.E. OHIO MANUFACTURER

(APQP) Advanced product quality planning is a structured framework of procedures and techniques used to ensure new product development and the commercialization process meets customer requirements and specifications. It also ensures all functional areas (NPD, Manufacturing, Quality, and Sales and Marketing) are working cross-functionally in the development. APQP facilitates communication and collaboration between all areas in the commercialization process.

What industries should use an APQP process?

All industries utilize the APQP process. As an example, the automotive and aerospace industries utilize the following: Automotive: APQP volume 2 (created by AIAG).

Aerospace: AS9145.

What are the benefits of using an APQP process?

The following are benefits of using the APQP methodology:

- Standard approach for product development
- Standard approach for your commercialization process
- Addresses cross-functional tasks and processes
- Improves cross-functional communication
- Addresses customer requirements/specifications
- Minimizes risks related to product development
- Minimizes or eliminates quality problems

Learn more by reviewing the three solution areas supported by MAGNET: [Phases](#), [Tools](#), and [Checklists](#)

BUILD A CUSTOMIZED SOLUTION PACKAGE

Let our team of experts train and coach you through the APQP process.



Phases



- Phase 1 – Plan and define
- Phase 2 – Product design and development
- Phase 3 – Process design and development
- Phase 4 – Product and process validation
- Phase 5 – Feedback, assessment and corrective action

Tools

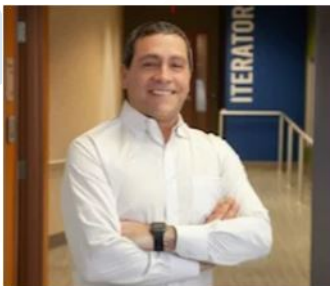


- Criteria for phase approval
- Process Flow
- Design FMEA
- Process FMEA
- Control Plan
- MSA
- PPAP

Checklists



- Design FMEA
- Design
- Equipment / Tooling
- Product / Process Quality
- Floor plan
- Process flow
- Process FMEA
- Control Plan



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WHY MAGNET?

MAGNET's mission is to help local manufacturers THRIVE! As a mission-driven consultancy and advisory organization, MAGNET'S experienced team of Growth Advisors and service partners have been working with local manufacturers for over 35 years, driving business growth, innovation, operational improvements and much more. Because we have no profit motive, we measure the effectiveness of our consulting services and work based on their ECONOMIC IMPACT. And we ask all of our clients to validate this impact after every engagement. This requires us to focus on generating meaningful and measurable results – holding ourselves to a high standard of performance and accountability.