Product Benchmarking

Project: Benchmarking of ***Port Equipment Balance Cranes***

Project Scope: Balance crane Market research , sales based on geographies , SWOT analysis of competitor products

Highlights:

- Study & Researching of Major Manufacturers of Balance cranes on:
  - Market Share
  - Sales Based on Geographies
  - Statistics
- SWOT Analysis of competitor products.
- Feature Comparison for Application Type, Size of Balance Crane, Type of Mount, Input Drive, Balancing Mechanism, Counter Weight, Type of End Attachment, Cycle Times.
- Provided Design Observations on the components & subsystems.
- Arriving at Preferred New Product Spec & features – Options & Pricing.
- Quality Function Deployment- House of Quality to arrive at most critical parameters.

List of Competitors