

May 10, 2012
Automation Alley
Manufacturing Committee

How to successfully answer an RFQ in 72 hours

MAMA WinBID72



Michigan Aerospace Manufacturers Association

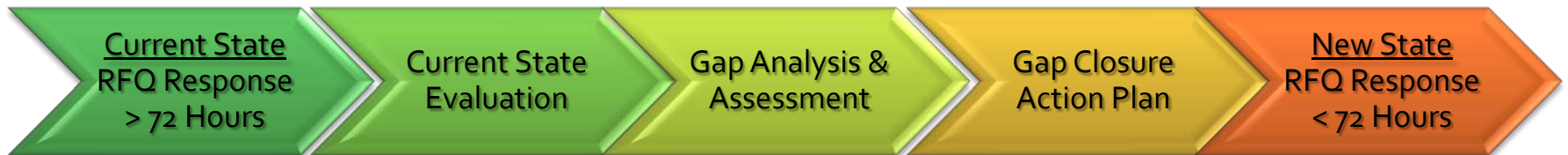
- The Michigan Aerospace Manufacturers Association (MAMA) was founded in 2007.
- MAMA represents over 45 Michigan based companies active in the aerospace and defense marketplace.
- MAMA facilitates business-to-business matchmaking utilizing a supply chain value model.
- MAMA offers training programs such as WinBid72.
- Gavin Brown is the founder and Executive Director of MAMA and has more than 20 years experience in the aerospace industry.

The 72 hour Request for Quote (RFQ)

- The competitive environment is becoming even more cutthroat during these times of budgetary constraints.
- Sustainment build to print (BTP) RFQ's are now typically requiring submissions in 72 hours.
- Companies who take longer than 72 hours aren't just uncompetitive... they are excluded from consideration.
- Late bid = No bid.
- No bid = No award.

WinBID72

- WinBID72 helps companies define and implement a BTP bid response process so that RFQ's are submitted within 72 hours of receipt.
- The WinBID72 process follows the familiar method of Measure — Assess — Change — Measure to implement effective change.



WinBID72

The WinBid72 process:

- Emphasizes parallel vs. successive elements in quote preparation.
- Streamlines solicitation and receipt of quote elements from outside the organization.
- Minimizes inherent risk of aerospace and defense RFQ's.
- Establishes a supply chain familiar with the unique requirements of aerospace and defense customers.
- Utilizes Lean Six Sigma tools and methodology

Action

- Automation Alley members can benefit from the WinBID72 process.
- MAMA can present an expanded synopsis of the WinBID72 process to members of Automation Alley.

Contact Information

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