

---

# Advanced Product Quality Planning (APQP)

## Course Description

This 1-day Advanced Product Quality Planning (APQP) course provides participants with the knowledge and tools to plan, develop, and launch products successfully while meeting customer and industry requirements. APQP is a structured method used primarily in the automotive and manufacturing industries to ensure that product quality is built into the design and production processes.

Through interactive discussions, case studies, and practical exercises, participants will learn how to apply APQP's five phases to reduce risks, improve cross-functional communication, and ensure on-time, on-budget product launches. The course emphasizes the financial benefits of APQP, including reduced launch delays, minimized rework, lower warranty claims, improved efficiency, and higher customer satisfaction.

## Course Objectives

Understand APQP Principles:

- Define APQP and its role in quality planning and product launches.
- Explain the five phases of APQP and their deliverables.

Plan and Execute APQP Activities:

- Develop project timelines, milestones, and responsibilities.
- Coordinate cross-functional teams for effective execution.

Manage Risks and Ensure Quality:

- Identify potential failure modes early using tools like FMEA.
- Integrate preventive actions into the development process.

Link APQP to Financial Performance:

- Quantify cost savings from reduced rework, scrap, and warranty claims.
- Demonstrate ROI from efficient and successful product launches.

Ensure Customer and Compliance Requirements:

- Align product development with customer-specific and industry standards.
- Deliver products that meet quality, cost, and timing expectations.

## Training Length

1 Day