



Design-to-cost

Benefits of this training

This training course enables project teams and bid teams to master a structured approach for integrating cost considerations from the earliest design stages. Participants will learn how to transform cost constraints into a driver for innovation by seeking the optimal balance between customer value and total lifecycle cost.

Learning objectives

- Understand the principles and challenges of Target Cost Design (TCD):
 - Integrate economic constraints into architectural and design decisions.
 - Link customer-perceived value to product and solution design.
- Learn how to structure a Target Cost Design approach step by step.
- Facilitate a collaborative Target Cost Design workshop:
 - Foster cooperation across the various business functions involved, including engineering, manufacturing, procurement, marketing, and other stakeholders.
 - Identify and negotiate trade-offs between cost, value, and performance.
- Develop a practical action plan to reduce or optimize costs while maximizing value creation

Teaching approaches

The training combines theoretical sessions (approximately 20%) with practical application workshops (approximately 80%) conducted in teams of 4 to 6 participants, based on a bid/proposal case study.

At each stage of the process, participants practice proven methods and best practices.

The learning approach is intensive, highly interactive, and designed to stimulate collective intelligence and collaborative problem-solving.

Target audience

Professionals involved in, or interested in, the design of complex solutions, products, or systems aiming to develop Design-to-Cost capabilities, in order to optimize the economic performance of their project scope while maximizing customer value.

In-house training

Duration: 1 Day

Presential or Remote learning
Customization possible

Language: English or French

Prerequisites: none

Recommendations:
none

Access timeframe: 2 weeks

Implementation timelines:
Based on the analysis of the client's needs

Evaluation:
Self-assessment of prior knowledge at the start of the training program
Self-Assessment form upon completion of Training

Methods used for the workshop:
In full-group and sub-groups, role-playing based on a central case study

5 to 12 participants

Accessibility for disabled people:
Yes, please contact us to discuss options

Prices: Please, contact us



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Program

- Understand the principles and methodology of Design-to-Cost
- Explore customer needs and expectations
- Establish the foundations of the solution architecture
- Prioritize customer value: Rank and prioritize system functions
- Link value to cost by building the value-cost trade-off matrix
- Identify the key drivers of economic performance
- Optimize the design by converging toward the optimal solution
- Capture lessons learned and embed the approach within the organization



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Key Figures

More than **20,000 participants** worldwide over nearly **20 years**.

For **90%** of participants (*), the training pedagogical progress is perfectly matching their needs.

97% of participants (*) highlight our trainers' ability to bring knowledge to life, drawing on their real-world professional experiences.

Our training programs meet the objectives (**) for **93%** of the participants (*)

(*) Period from January 2025 – December 2025

(**) usefulness of the content for professional development and overall satisfaction of the training