



4



:

: Patent

:

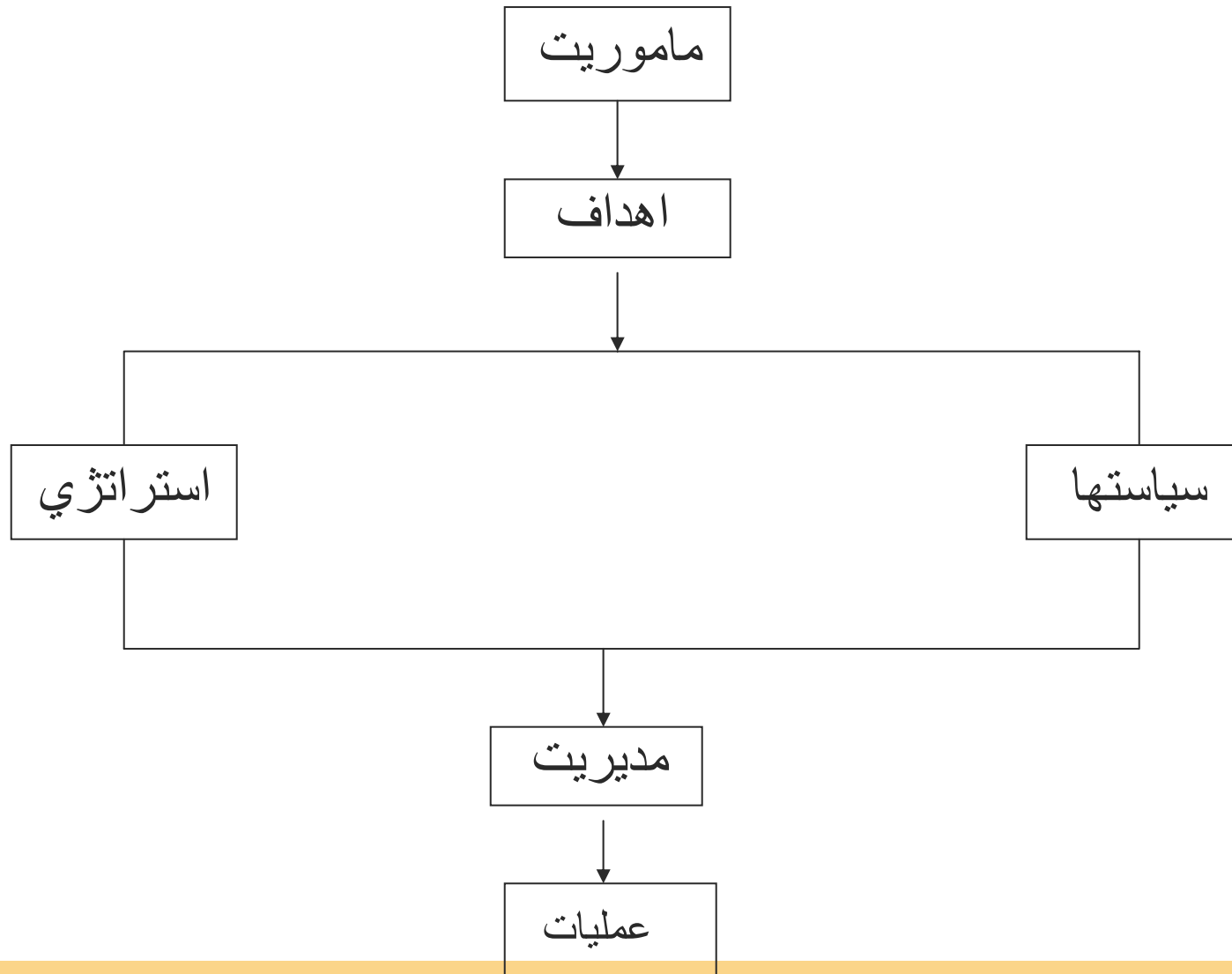
:

:

:

:

-
-
-
-
-
-
-





-1

-2

-3

Benchmarking

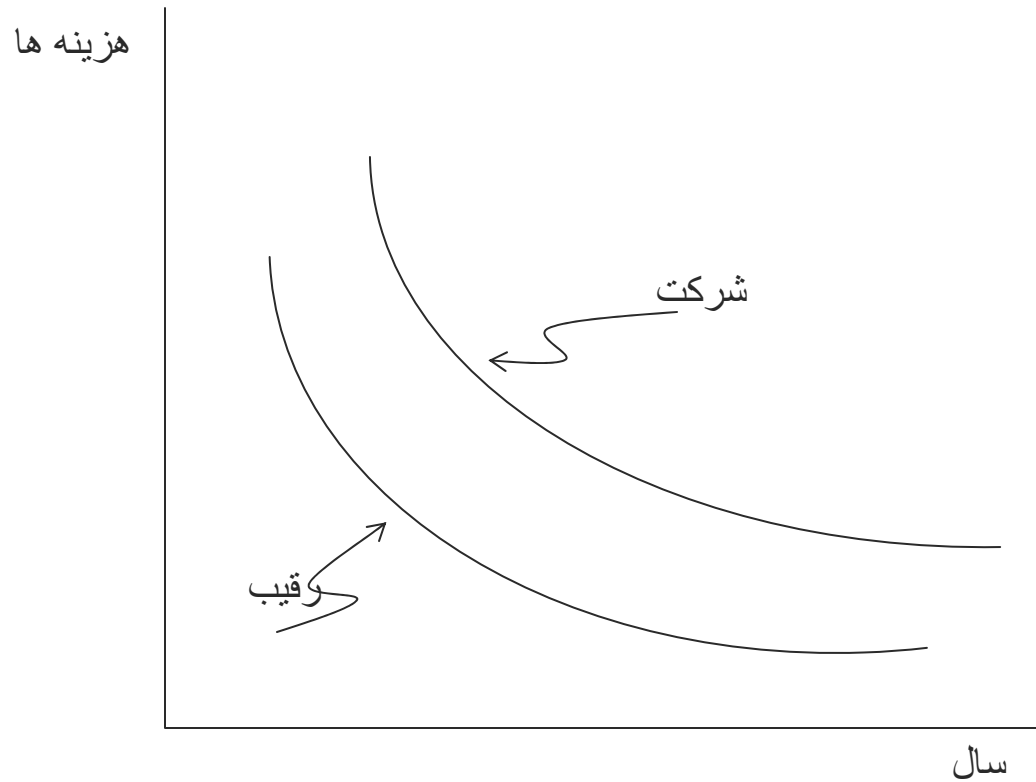
-

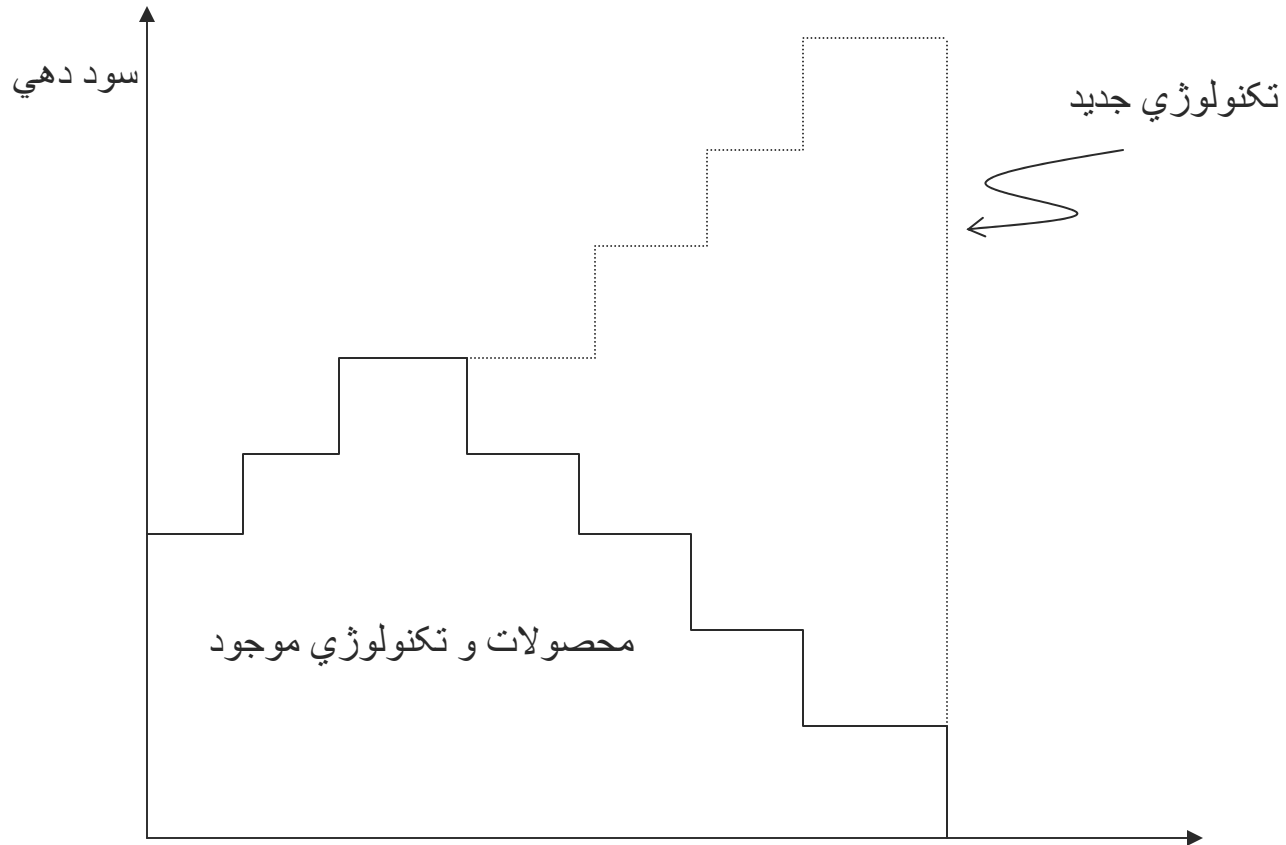
-

-

-

Cost Benchmarking







R&D

-

-

-

-

-

-

-

-

-



-
-
-
-
-



•
•

-
-
-
-
-



-
-
-



-

-

-

-

-

-

-



—

—



-
-
-
-
-
-



	1	2	3
-1			
-2			
-3			

0:
1:
2:
3:

Competitive
Product
specification

S	خرید تکنولوژی	توسعه قابلیت تکنولوژیک	تمرکز بر فرصتها
A	خروج	جستجوی فرصتها	تقویت قابلیت بازاریابی
W	خروج	یافتن فرصت خاص	جستجوی همکار
	W	A	S

Company capability

W: Weak

A: Average

S: Strong

- Single trend extra polation
- Substitution analysis
- Scenario development
- Delphi method (expert ideas)
- Cross – impeat Analysis (interaction of changes)
- Morphological evalution (selected & possible)
- Structual approach (tree)