

Materials development

Business



Materials development Team two had a stronger argument because when a company invests in developing stronger and durable raw materials they ensure that their products satisfy the needs of the customer. Although the cost of production will be high; hence, decreasing mass production the products will be satisfactory, and the customer will not have to spend more money for maintenance of the products or replacing the gadgets. Even though, people live for today and not tomorrow having a gadget that functions properly and have the necessary features makes life easier. However, if the gadget was made from low-cost materials it will keep on spoiling as it is not strong enough to withhold the magnitude of activities that are being performed on it. Therefore, it is important to produce high-cost gadget rather than low-cost as they will have more features; hence, creating a competitive market base. Producing low-cost materials is wasteful as most of the funds will be used in the marketing strategy, which may fail as the product is not eye-catching.

I did not buy my argument because it is not practical to make low-cost gadget that keep customers complaining and replacing. It is vital for an organization to make products that are competitive and that fulfil the customer's needs (Yaeger, Thomas & Peter 118). I was swayed by the other team's argument because when a gadget is produced with high-cost materials, it maintains customers as they are satisfied with the products as they have the necessary gadgets to use in the daily lives. Additionally, high-cost products mean that the organization will patent their technology, thus, ensuring that no other products are made with the same features; hence, lowering the value of low-cost materials. Moreover, making low-cost products will mean more clean-up, replacement, which decreases customer loyalty

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towards the products making the low-cost products wasteful.

Work cited

Yaeger, Therese F, Thomas C. Head, and Peter F. Sorensen. Global Organization Development: Managing Unprecedented Change. Greenwich, Conn: Information Age Publ, 2006. Print.