

# Value Engineering Feasibility: Breast Pump

## Value Engineering of single and double electric breast pump for reduced BOM cost without changing the product aesthetics

- Reducing electrical BOM cost by – upgrading technology for high level integration through new generation components and modules
- Integrated memory in new microcontroller eliminating the need of external memory
- Customized pump helping control the vacuum more effectively as per the desired requirements
- Generating high level design specification and evaluating regulatory impact as per the defined product redesign goals
- Identifying redundant features and evaluating cost effective sub-systems
- **Benchmarking Study:** TEL studied two similar products and created extensive report with figures, facts and pictures of physical product



Electric breast pump

### Business Benefit

BOM cost reduction  
up to 30%

### Market

Global

### Development Model

V-model

### Team size

5

### Project Duration

1.5 months