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(57) Abstract :

ABSTRACT The present invention discloses the OPTIMIZATION OF NEW PRODUCT DEVELOPMENT CYCLE THROUGH FUZZY LOGIC and the concept selection for developing a perfect support or housing for worm gear end in window lift motor assembly. The grip or support or housing of the worm gear end plays an important role in window lift motor assembly. This housing ensures the perfect mesh between the worm gear and worm wheel so the gear play is smooth. The window lift motor assembly is designed in such a way that it is well sealed from dust and water so if there is any problem in gear mesh or gear play, the process of disassembly is a tedious and time consuming one hence smooth gear play should be 100% assured. There were six concepts developed to match the requirements of the support or housing for worm gear end in window lift motor assembly and the MATLAB Fuzzy logic tool is used to choose the best among the concepts for further processing. Project selection is pivotal to effective risk reduction in new product development

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