



Innovative Product Development and Strategic Sourcing



Mission Statement

USAsia's primary mission is to help its clients realize optimal product development lifecycles by aligning business objectives with flawlessly executed product development strategies. Whether defining a product development strategy, planning a product launch or selecting the right combination of manufacturing capabilities, USAsia has the expertise to deliver superior results faster and more economically for your organization.



An Immediate Impact

Time to market is the critical element for a product's success in today's high technology environment. USAsia's strategic product development methodology has a proven track record of delivering a wide variety of technical products and meeting time-to-market windows for corporations that want to capitalize on being the first to market and have a direct corporate impact on the following indicators.

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- Technical Expertise in a wide range to technologies
 - Proven Methodology for Product Development
 - Process Efficiency to streamline the development process
 - Quality Management for checks and balances of the process
 - Global Business Manufacturing and R&D Networks
 - Faster Time-to-Market for product launches
 - Cost Savings from development through production



Our Three-Point Approach

Whether you need materials sourcing, design-to-fabrication management or quality assurance, USAsia Consulting offers the finest professional services:

- **Product Development Strategy & Planning** - Detailed product development analysis, planning and implementation for full life cycle process of products emphasizing Program Management, Quality Assurance and Manufacturing.
- **Product Development Implementation Support** – Expertise managing products in a wide variety of high tech categories from concept, R&D and into manufacturing on aftermarket and automotive OEM products.
- **Strategic Sourcing** – An established network of certified and qualified suppliers delivering high quality products and low cost components, sub-systems and primary systems to fit into your product lines.

USAsia's proven approach can be delivered as a complete package or as a customized suite of services to achieve your corporate product development goals. From conception to product launch, USAsia will help meet your target window and elevate your company above your competitors.

"Receptec is beginning to realize the benefits of partnering with USAsia Consulting - lower manufacturing costs, streamlined communications and improved product development within our satellite radio antennae program. We are bringing products to market faster and with lower costs."

RALF DUERSCH
RECEPTEC, LLC
Sr. Vice President
and General Manager

Differentiators

The USAsia Consulting team is uniquely qualified to serve its clients based on the following key factors:

- 20+ years of technical experience
- Solid academic credentials
- Five successful Global Product Development Programs
- 8 years developing relationships in SE Asia
- Broad-scale understanding of Asian manufacturing markets
- A Global network of contacts developed from living and working over 20 years within Far East R&D, Sourcing, Electronics and OEM arenas
- Solid client references

Product Categories

- Satellite Radio, Satellite Antennas & Accessories
- Audio Components, Speakers & Accessories
- Video Systems & Accessories
- Connectors for A/V, Satellite, RF
- Cellular & Mobile Communications Accessories, Batteries & Chargers
- Telephone Systems & Recording Devices
- Wire/Cable
- PCB Manufacturing
- Custom Carrying Cases
- Computer Accessories
- Power Adapters and UPS
- Microwave & Wireless
- Digital Systems
- Special OEM Projects

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