KELD

The prototype worked. Production didn’t.

Two endings, one OEM electronics project.

STARTING POINT

Prototype works. Design review is closed. On paper, the product looks ready.

PRODUCTION SIGNAL	ENDING 1 — RISK FOUND IN THE FIRST BATCH	ENDING 2 — RISK FOUND EARLY
01 **Manual prototype logic**	The prototype worked because skilled people adjusted it. **The process was never checked for repeatability.**	What made the prototype work is **documented and translated into repeatable assembly and test steps.**
02 **BOM approved for function**	Components worked technically, but **availability, lifecycle, compliance or assembly constraints were not fully challenged.**	The **BOM is reviewed** against **sourcing risk, target markets**, **assembly method** and lo**ng-term supply**.
03 **Test criteria still unclear**	Functional checks existed, but **production pass/fail criteria were not ready before the first lot.**	**What** must be measured, **how** it is measured and **what** counts as pass/fail are **agreed before series launch.**
04 **Variation appears late**	**Small changes in components, assembly, temperature or process** affect the result after production starts.	The **design** is **reviewed against expected production** variation **before the first batch.**
05 **First lot becomes the test**	The **first production batch** reveals whether the **product can be produced repeatably.**	The **first lot confirms** a **controlled process instead of discovering the risk.**

ENDING 1 · OUTCOME

Delayed launch. Extra rework. Higher cost of correction. Unstable first lot.

ENDING 2 · OUTCOME

Earlier correction. Clearer control plan. Fewer late surprises. Safer move to production.

WHY APQP

APQP brings production questions forward. **The goal is not more paperwork. The goal is fewer late surprises.**

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