

## Developing a Value Proposition for the Marine Forces Reserve Supply and Maintenance Inspection Program.

Author: ME5 Jeremy Yee

Thesis advisors: Dr. Alejandro Hernandez

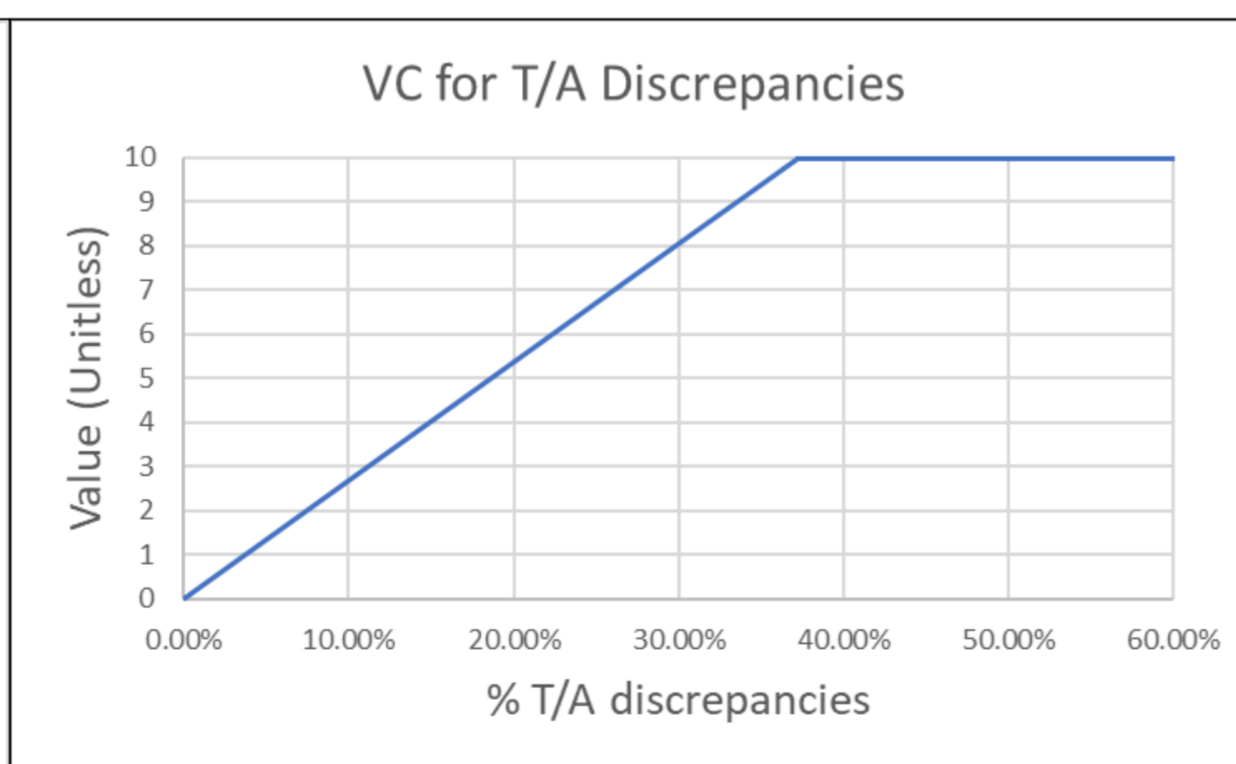
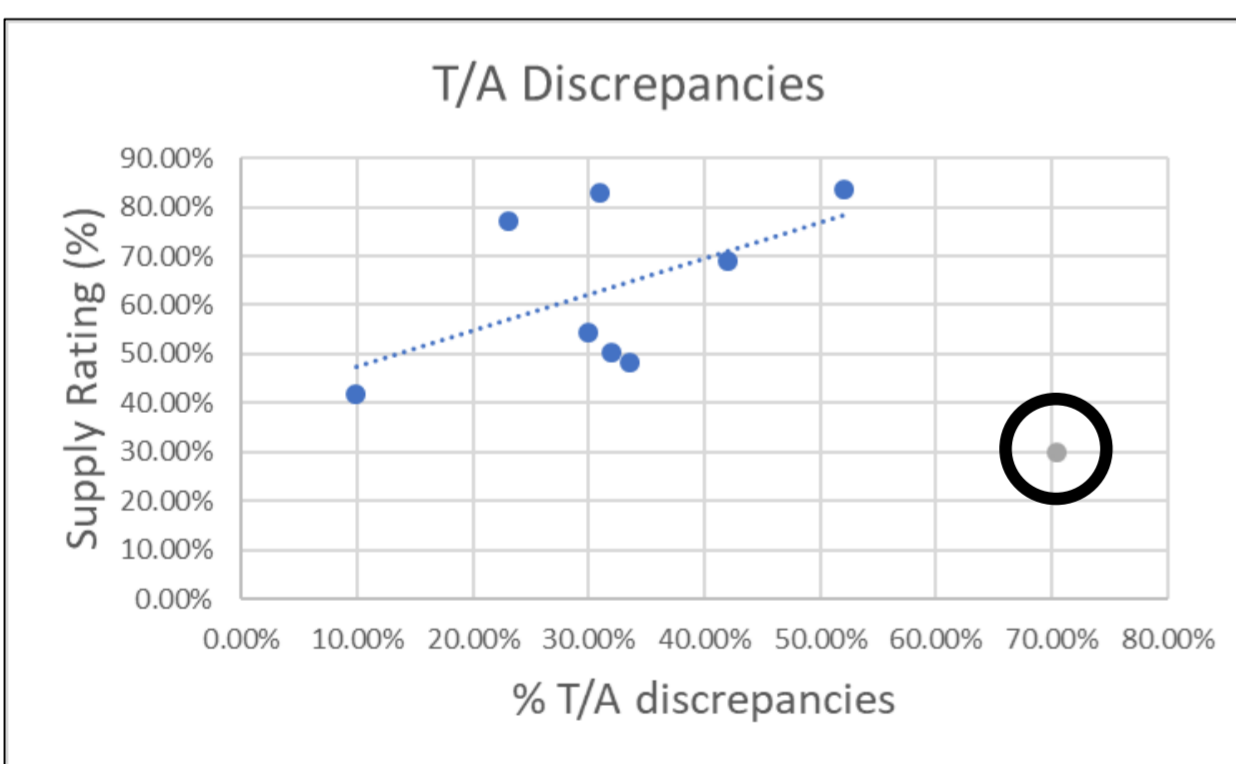
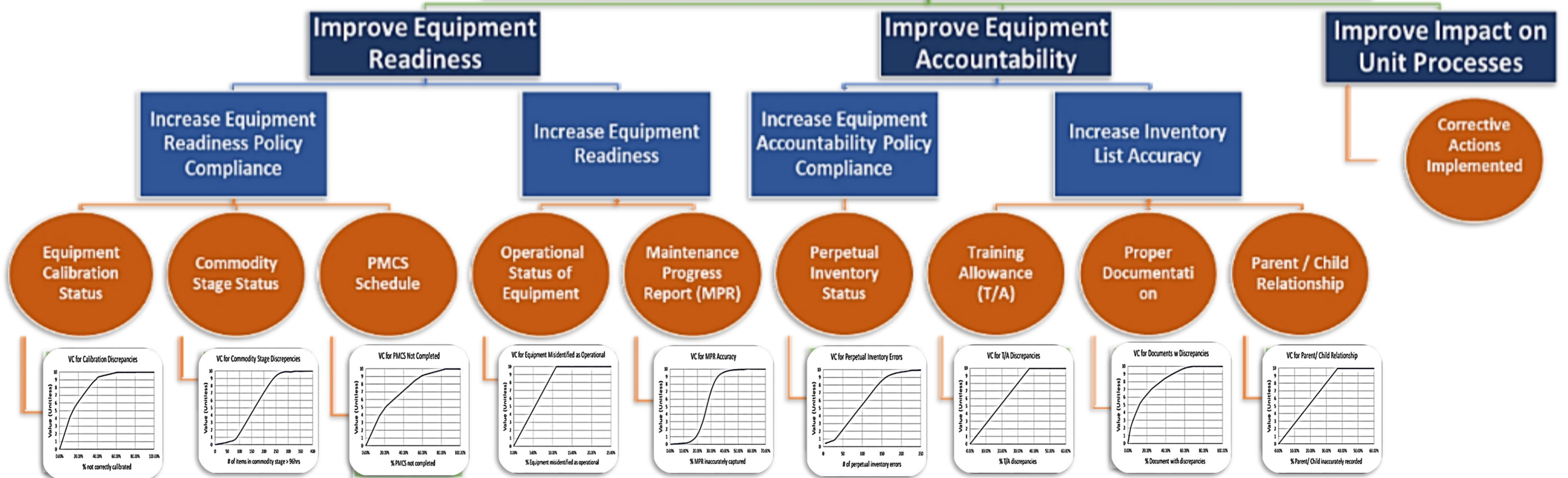
### Objectives

1. Stakeholder-derived objectives hierarchy
2. Identify measurable system attributes
3. Translate measures into value models.

### Assumptions/ Theories

1. Measures describes system behavior
2. Law of diminishing returns
3. Learning curve

Ensure MARFORRES units have the right types and numbers of properly maintained equipment.



### Main Research Idea

1. Determine system attributes
2. Determine attribute response
3. System response formulation

$$u(x_1, \dots, x_n) = \sum_{i=1}^N k_i v_i(x_i), \quad i = 1, \dots, N \text{ measures}$$

### Benefits/potential

1. Value function
2. Communication tool
3. Transferrable Initiative
4. Optimization tool
5. Value proposition