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## **MSR Inc. Company Background**

MSR was founded in 1979 as a supplier of Manufacturing Engineering Services to McDonnell-Douglas during the conversion of the Malton, Ontario plant to wing manufacturing.

Our focus was on Tool Design, CNC Programming, Process Planning, and Cost Estimating. We continued to provide services to companies such as Rolls-Royce, Pratt & Whitney, Canadian Marconi, UDT, Cooper Energy Systems, Bristol Aerospace, General Dynamics and other Aerospace and Defense companies.

In 2008 we began providing Should Cost Estimating services to Pratt & Whitney Company Canada. We competed against several companies in the categories of Quality, Timeliness of delivery, Cost, and Relationship, and we are the only supplier of this group continuing to provide these services. On a recent report, we were ranked 9 to 10 out of 10 in all these categories. We have provided Should Cost Estimating Services to PWC continuously since the initial agreement in 2008.

MSR is registered with the Controlled Goods Directorate in Canada.

## **What we do at MSR Inc.**

At MSR, we are 100% focused on detailed, activity based, Should Cost Estimates of Customers' components and assemblies.

Prior to a supply chain negotiation, or an engineering design review, the customer designated representative supplies MSR with the data required to manufacture the component or assembly. This usually includes 2D drawings, Supplementary Product Information documents, 3D models, AMS or AS specifications, and any other pertinent information.

We analyze material cost and usage, we calculate labor time and cost, all based on the manufacturing data provided and the activities required to produce the item. We submit a report to the customer in a universally readable and interactive spreadsheet format. The resulting Should Cost Estimates are fact based, accurate, and dependable.

Customer use of these reports includes Design Engineering cost impact analysis, Supply Chain cost reduction and negotiating, and Product Information Management input with reliable and dependable data.

## **Services supplied by MSR Inc.**

MSR is 100% focused on Manufacturing Should Cost Estimating Services for Aerospace OEMs. We have developed internal processes and systems that give us a unique and valuable capability.

Our focus on aerospace OEM customers provides us with an insight into components and assemblies with the characteristics of: low order quantity, high product mix, exotic materials, special processes, special inspection requirements, and high investment in supplier development.

Our reporting format is unique in that anyone receiving our reports only needs basic office software. We can customize the reports to customer needs.

## **How MSR's services could fit your company's needs**

Your company could benefit from MSR's Should Cost Estimates by reducing costs of components and assemblies. Such cost reductions will go straight to the bottom line.

When buyers are in supplier negotiations and have a fact based and dependable Should Cost Estimate, they and not the supplier have control of the pricing.

When engineering designers have knowledge of the cost impact of their designs, they can design more cost effective products.

Dependable product cost information can be stored in the company's Product Information Management system ready for retrieval when needed.