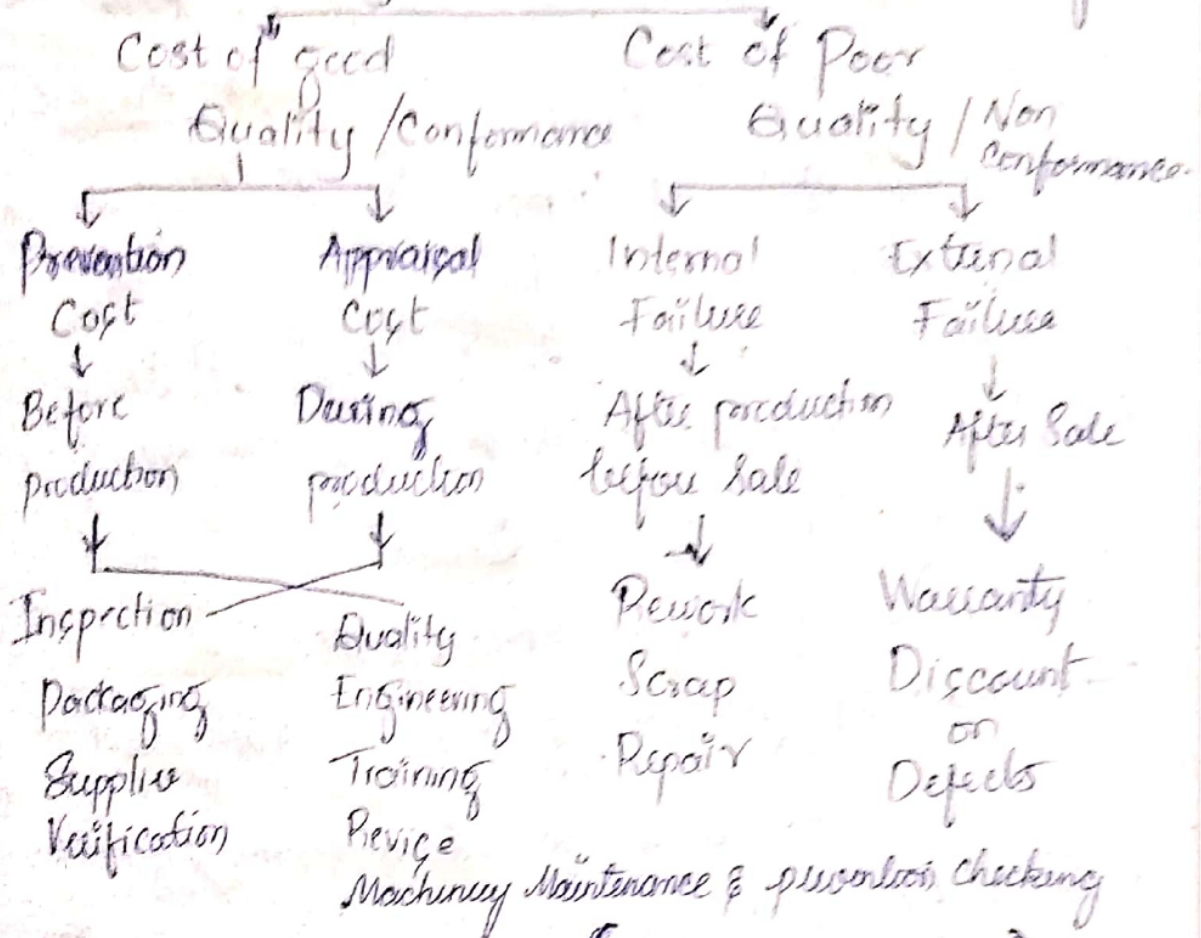
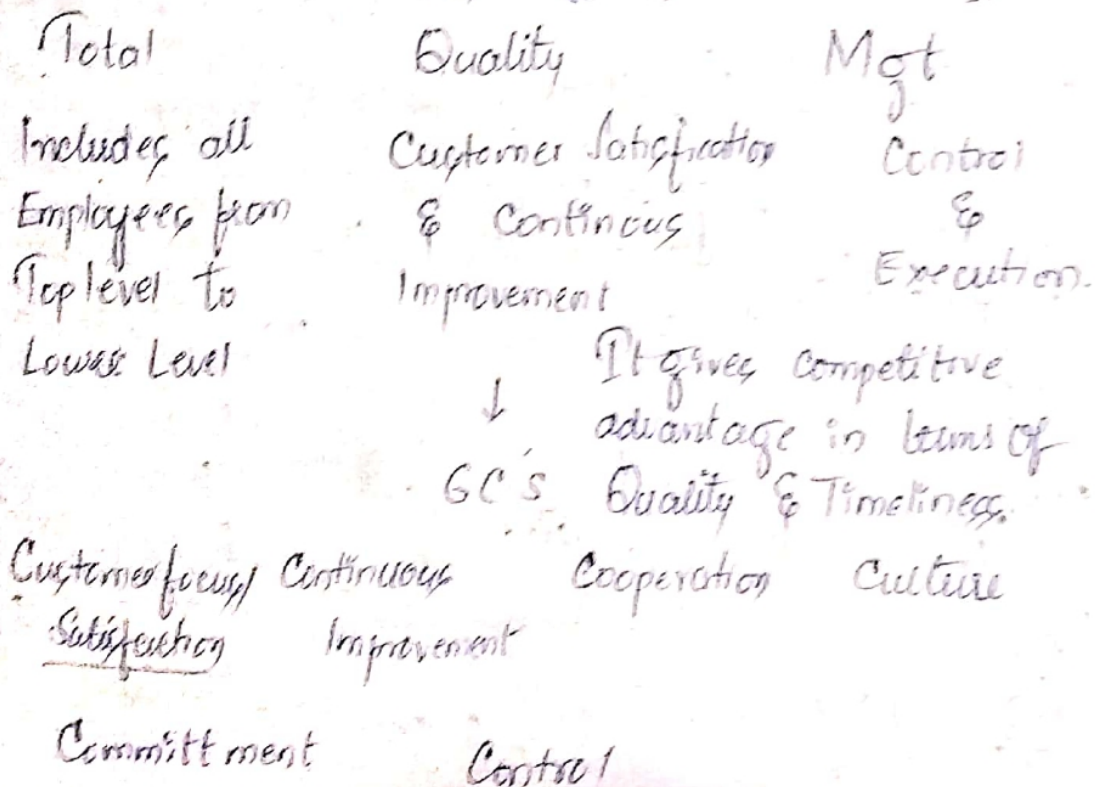


Modern Business Environment

Cost of Quality / Cost of Optimal Quality



≥ TQM (Japanese method)



→ PDCA Cycle - plan, Do, check, Act

→ Deming point - Deming is a person who wholly concentrated on improvement & quality of "Process"

1. Education for Self Improvement (4)
2. Involve Everyone. (in transformation) (2)
3. Long Term planning ✓ (for Qlty Improvement) (1)
4. Single Supplier. ✓ (Qlty Variation is reduced) (3)
5. On the Job Training ✓ (5)

≥ Business Excellence Model/Modules
[May 2019 RTP] (Top Industry Conference - Background)

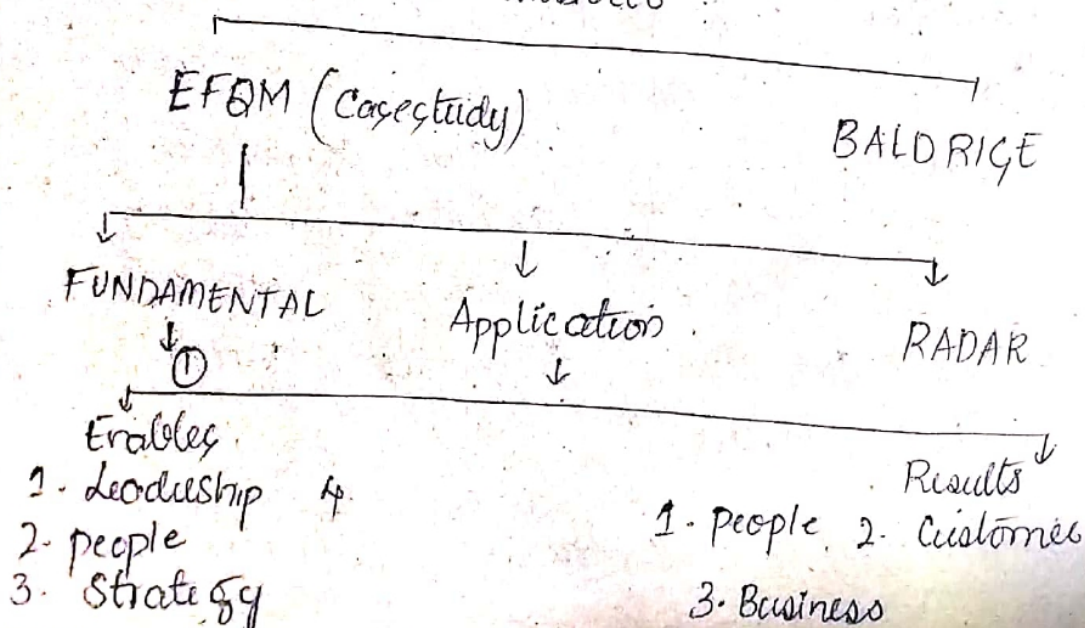
Excellence Modules is for Quality management principles for

(i) Increase efficiency

(ii) Minimise waste

(iii) Employee Loyalty & Excellence

MODULES



(1)

1. Sustaining outstanding Result
2. Adding Value for Customers.
3. Creating a Sustainable future
4. Developing Org. Capability
5. Harnessing (Improving) Creativity &

6

> Theory of Constraints (Bottleneck) (practical)

- 1) Identify the Constraint (related to optimised Production Technology)
- 2) Exploit the Constraint
- 3) Subordinate & Synchronize the Constraint
- 4) Elevate the performance of the Constraint
- 5) Repeat the Process

> S.C.M Integration of key business process from

Production → purchase → ^{that add value to customer} Material Mgt → Distribution → Customer → after Sales

Type of Supply chain.

Pull strategy
(JIT)



Production based
on actual demand

Push strategy



Production based
on anticipated demand

Upstream Supply chain mgt :- Supplier of material, Labour, contractors, services, P & M.

↓
Relationship with Suppliers

- > Supplier Strategy (SRM):
- > Sources (all over the world)
- > Bargaining power of supplier
- > No. of Suppliers.
- (Bulk purchase, Discount)
- Single Multiple.
- > Cost, Quality, & Speed of delivery
- > Make or buy & outsourcing.

↓
Use of Technology

- > E procurement
- E-sourcing
- E-purchasing
- E-payment
- Eproc. is beneficial in lesser cost, less time
- Quick order placing except Crash of Tech.

Downstream Supply Chain management:

↓
~~Internal~~

Relationship Marketing

- Internal markets (Amul - Milk - Cudd - Butte)
- Referral markets (Uber)
- Influence markets (Individuals & Entities)
- Recruitment markets (agency, university, employees)
- Supplier markets (Indian Mkt)
- Consumer markets (Prospective & Intermediaries)
- > BVK food products
- > Tradename

Customer's Relationship Management

(CRM)

- Analysis of Customer & their behaviour (Chapter 10)
- Customer account profitability
- Customer Lifetime Value
- Customer's Selection, acquisition Retention & Extension