

# A COMPETITIVE STRATEGY FOR LOW-VOLUME AND CUSTOM-ENGINEERED PRODUCTS

## QUICK RESPONSE MANUFACTURING

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### WORKSHOP DESCRIPTION:

Quick Response Manufacturing (QRM) is a companywide strategy for **lead time reduction** throughout the enterprise. Using QRM, companies have **reduced their lead times by 80-90%**. As a result these companies have not only seen large increases in market share, but also experienced **15-20% cost reduction** and huge **quality improvement**. Although Lean Manufacturing techniques can be powerful in certain situations, for companies making **low-volume or custom-engineered products**, Lean techniques do not apply too well. Quick Response Manufacturing (QRM) can be a more effective competitive strategy for companies targeting such markets. In addition, companies find that the lead time and cost reductions resulting from QRM enable them to compete effectively against low-cost countries.

This workshop will consist of a theoretical part with an overview of QRM, followed by a practical part where attendees will engage in "hands-on" exercises on how to use MCT-Mapping, a practical tool to help visualize processes and highlight the main lead time reduction opportunities.



## WHO SHOULD PARTICIPATE IN WORKSHOPS:

Workshops are dedicated to people responsible for production in companies representing a wide range of industries, particularly in positions:

- Owner, President, Member of the Board, Chief Executive Officer and Managing Director
- Director and Production Manager
- Director and Production Planning Manager
- Operations Director
- Director of the Production Plant
- Technical Manager
- Quality Manager
- Director / Logistics Manager
- Project Manager

Workshops are also dedicated to executives interested in implementing new solutions that increase the efficiency of the organization as well as those who are interested in new possibilities that optimize the production processes.

**VENUE** – Warsaw, Emilii Plater 49 Street, Hotel InterContinental, Hemisphere room.

## AGENDA:

9:30 – registration and morning coffee

10:00 – introduction to QRM, and holistic approach to business strategy:

- The Power of Time: The non-obvious reasons why lead time is important, how it influences total operating cost and quality, and how to take advantage of this realization,
- Organizational Structure – how to restructure your organization to minimize lead time throughout the enterprise
- FTMS – a strategic segment of the service which we set up a new organizational structure

11:30 – coffee break

11:45 – introduction to QRM, and holistic approach to business strategy and implementation benefits:

- System Dynamics: How interactions between machines, people and products impact your lead times. As a result, capacity planning policies (e.g. machine and labor utilization) and lot sizing policies need to be rethought for QRM.
- Business management approach demonstrating the use of QRM in the office, capacity planning, cooperation with suppliers in the supply chain and POLCA method to control low-volume production

13:15 – lunch break

14:00 – practical workshops with MCT tools, mapping and visualization of the process and the potential to reduce lead time in the company – part I

15:30 – coffee break

15:45 – practical workshops with MCT tools, mapping and visualization of the process and the potential to reduce lead time in the company – part II

16:45 – a short Q&A session

17:00 – the end of the workshop and awarding certificates.