

## CASE STUDY: Process Design Helps a Company to Rapidly Adapt to Dynamic Market Conditions

### Client Overview

Our client is one of the reputed electrical appliance manufacturers based in North America and having its products sold globally. They have their manufacturing operations outsourced to South East Asian countries and managerial decisions taken in Northern Part of America. They are a pioneer in creating innovative household and cleaning solutions. Their operational history dates back to more than a century back to Australia.

### Problem Statement

Starting with a minimum man power of 5 our client has now grown to accommodate more than 500 employees in the last decade meaning a back-log in terms of systems and processes used. Due to the exponential growth and phenomenal success in its product sales there came a point where the flow of information, control of communication and feedback for any reviews and change became literally hard to track, communicate, execute and accomplish. A centralised fool-proof process was required to tackle this chaos within the organisation for better clarity and improved productivity.



### Solution Implemented

The team of Consultants from Physics embarked on this requirement of improving the process by identifying the primary, secondary & management processes to begin with. This was then followed by creation of process maps for the major processes with the current existing processes. The recommended future state processes were analysed with the current state processes and the gaps identified for better improving the processes.

### Results

Post the process improvement initiatives of Physics our client who saw a whopping sales growth from \$300m to \$750m saved about \$3million through this effort. The 3 types of processes that now co-exist better aid the employees to work with a better frame, clarity and harmony and better sense of satisfaction and achievement.