



Consumer
FOCUS



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Customer Focused Principles, SMED

25 September 2020

3:00 PM



National Productivity Council

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**NATIONAL PRODUCTIVITY COUNCIL
REGIONAL DIRECTORATE
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BUILDING STRENGTH THROUGH CUSTOMER-FOCUSED PRINCIPLES

- The financial data are not the best indicators of manufacturing company's strength and prospects. More basic metrics such as inventory turnover and customer satisfaction, are more valid.
- The management have to be customer focused, employee driven, and data (fact) based.
- “ [Management by Principle]... means when a situation arises, you don't go to a manual. You know in your heart and head what to do.”

S M E D

- In traditional setup operations, internal and external setup operations are confused; what could be done externally is done as internal setup.
- The most important step in implementing SMED is distinguishing between internal and external setup.
- Mastering the distinction between internal and external setup is the key to achieving SMED.

SPEAKER

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