Name

Professor name

Subject

Date

Case study

Project goals are:

* To utilize resources efficiently and increasing productivity of employees.
* The goal is to attain high level of satisfaction and customer loyalty.
* To establish a positive brand image and awareness.

Internal deliverables include monitoring accounts, creating business documents, addressing customers concerns and queries.

External deliverables include offering affordable prices and high-quality service for attaining competitive advantage against rivals.

* Measurements

Performance is measured by target-setting and evaluating the growth process. This involvement assessment of different areas of business and attainment of goals. Financial performance is also examined by measuring sales accounted, number of complaints received by customers, number of returned items and total time taken in fulfillment of order. Gross profit margin, net profit, operating margin and return on capital are also calculated (J. Hill, Mason-Jones and El-Kateb).

KPI’s are selected for measuring the performance, which involve assessment of firm’s ability of meeting goals. Second KPI is quantifiable which states that measurements are performed at different times. Reliable baseline data is used for measuring performance such as individual level participation of customers.

* Defects

The defects of six sigma methodology include non-reliability of the evaluation tools. The company relies on surveys and feedbacks of customers which may not be reliable. The sources used for measuring performance may involve defects (Villanova).

* Removing defects

It is possible to improve the six-sigma process by removing defects such as by defining the phase and then measuring it. Improvements are implemented by responding to the complaints of the customers. This suggests that improving response time if customers complains about delay in service (Takao, Woldt and Silva).

* Future performance

Future performance of six sigma process can be improved by resolving the concerns of the customers. Group testing is performed for mitigating the risks of ineffective process. Improvements are based on the feedback collected from the customers.

Works Cited

Villanova. Six Sigma: DMAIC Methodology . 2019. 19 10 2019 <https://www.villanovau.com/resources/six-sigma/six-sigma-methodology-dmaic/>.

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Takao, Murilo Riyuzo Vendrame, Jason Woldt and Iris Bento da Silva. "Six Sigma methodology advantages for small- and medium-sized enterprises: A case study in the plumbing industry in the United States." Advances in Mechanical Engineering (2017).