

Introduction of people
like retailers. because
according on



**ASSIGN
BUSTER**

Introduction Twentieth Century Fires Ltd (C20 Fires) is a fireplace manufacturing company. It was established 15 years ago as an extension of work of removing fireplaces and fitting replacement gas fires by its managing director Tim. Now, C20 fires provides fireplaces of many styles which includes 1920s Art Deco fireplaces to Victorian/ Edwardian fireplace designs. C20 fires also lets its customer to design their own fireplace. Some of the products and services that C20 fires manufactures and delivers are as follows: Complete Tiled Fireplaces, Fireplace Hearths, Handmade Fireplace Inserts, Fireplace Tiles, Handmade Mantels, Reclaim and restore Original Fireplaces from twentieth century, Reclaimed Fireplace Inserts, Reclaimed and restored fireplace mantels from the Edwardian era, Supply and installation of Baxi Burnall System, Fire backs and bricks of various sizes, Marble Fireplaces, Solid Fuel Fires, Gas Fires, Electric Fires, Fireplace Accessories, Coal Bunkers, Renewable and recycled fuels, Fireplace safety devices, chimney balloons etc. Twentieth Century Fires Ltd is one of the only few companies in the UK that refurbish original fireplaces and surround.

Its office is located at Stockport, Lancashire. With large numbers of housings nearby and quick access to M60 motorway which encloses the city of Manchester, C20 fires has location advantage. Here, customers and suppliers can easily locate the factory.

With 15 years of experience in the field, Tim describes that they had made a good link with the suppliers who design metal products and also gets wooden products made to order. Company also emphasizes on direct sales rather than going through middle layer of people like retailers. Because according to Tim's interview, he says that, retailers tend to sell what they have in the <https://assignbuster.com/introduction-of-people-like-retailers-because-according-on/>

shop rather than something that customers want. Tim further elaborates that when company takes orders according to client's demand and design, customers value the product more and can wait for the completion of product manufacturing, hence it gives company more time to complete the job. In this way, they can satisfy the customer's demand as well as complete the job as easily as possible. From a marketing point of view, previously, their product was marketed through a word of mouth but now C20 fire is operating six different websites where two main websites are used to sell Victorian cast iron fireplaces only. According to Company's P&L Account, we can observe that C20 Fires is earning a fair amount of profit from its sales.

However, company is still encountering many difficulties in the manufacturing process, goods handling and storage process and product delivery process. In this report, we will review the production process adopted by Twentieth Century Fires Ltd. And critically analyze how LEAN production system has or can be applied in different stages of the production. LEAN Manufacturing or LEAN Production System: From early 1800's with the start of industrial age, manufacturers have been thinking about various logistics system to make their manufacturing processes more economical and efficient.

In due time different manufacturers developed their own individual techniques to identify what happens in-between processes, how multiple processes can be arranged and how the chain of processes function as a system. Those developed techniques were standardized and practiced throughout the world. Most of the large manufacturers developed their own ideas for economic and efficient production system where they are more focused on controlling wastes. Toyota Production System or Just In Time (JIT)

<https://assignbuster.com/introduction-of-people-like-retailers-because-according-on/>

Production is a wastes reduction system adopted by Toyota Motor Company.

LEAN thinking is a philosophy prioritizing the value stream of all tasks by eliminating unnecessary work (non-value adding jobs), align all involved processes and steps in a continuous flow, focus on cross functional team and continuous improvement. (Hines et al. 1998) “ The value Stream is those set of tasks and activities required to design and make a family of products or services that are undertaken with a group of linked functions or companies from the point of customer specification right back to the raw material source.

” (Hines et al, 2000, p5) Adopting Lean can radically change the business.

Lean management system is basically based on four principles. They are 1)

Pull: Rather than producing as much as possible, customer’s demands pulls the goods and services through the manufacturing process.

This minimizes over production, inventory and ultimately working capital. 2)

One-piece flow: It focuses on one single piece at a time which minimizes work in progress, process interruptions, lead and waiting time. It increases quality and flexibility. 3) Tact: It’s a heartbeat of LEAN system. It’s how fast you need to manufacture a product and meet customer’s demand.

Tact allows us to balance work content, achieve a continuous flow

and respond flexibly to the changes in the market place. 4) Zero Defect:

Mistakes happen but a LEAN company doesn’t pass on defects. Mistakes from previous steps must be fixed before going on combined with the robust continuous improvement process.