



Newsletter

Bird Customer First

Newsletter
September 2006
Issue 2

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1 : The Bird Customer First Plan is ready .

The plan "Bird Customer First" is ready to be launched.

The key points of this plan :

- The continuous improvement.
- Never 2 times the same error.
- The involvement of everyone
- The wastes reduction by the Lean Manufacturing and Efficiency implementation.

The goal is to position Bird like the best company of the market for its ratio Quality / Price.

The involvement of the employees must make it possible to reach the satisfaction of the customers

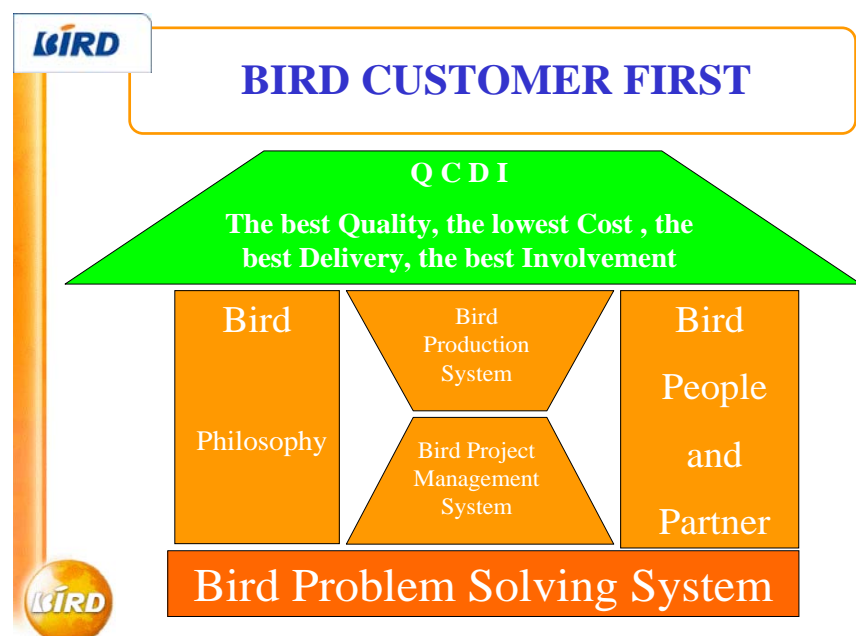
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*"The QCDI :Quality,
Cost, Delivery,
Involvement.."*

2 : The house QCDI.



The System : Bird Customer First

Bird Customer First, do it right first time!

“Bird Customer First : Training in Chinese and English.”

- The foundation of this system : Bird **Problem Solving System**
- One pillar of this system : **Bird Philosophy**
- Second pillar of this system : Bird **People and Partner**
- **The Heart** of this System : Bird Production System and Bird Project Management System.

Long term philosophy : Bird is serious about long term thinking . The focus from the very top of the company is to add value to its customers and for the company. This drives a long term approach to building a learning organization, one can adapt to changes in the environment and survive as a productive organization.

The heart of this system is a direct result of a operational excellence for production and project management.

Add value to the organization by developing your **people and partners**.

The Bird customer first includes a set of tools that are designed to support people continuously developing. Continuously **solving root problems** drives organization learning . Identifying root cause of problems and preventing them occurring is the focus of Bird customer first continuous learning system.

3 : Bird Customer First : the training Plan

Training in September:

Before to improve a process we have “to clean it” . For this reason we are going to launch like first training the 5S office and the 5S Manufacturing.

For everybody the communication is the key of our daily work , communication coming from the team, communication coming the management ; **the Top 5 management meeting** as a daily attitude allowing to everybody to work in the same way and with the right objective of the day.

To solve a problem , the best solution is to solve the root cause of the problem.

Training for a complete methodology such as 8D **method** and a tool can be used of almost problem meet in the daily work: **5 Why's**.

To accompany the deployment of the plan we launch a vast plan of training from September, each month we will launch news tools to help us to progress



4 : Good practice, on the road again .

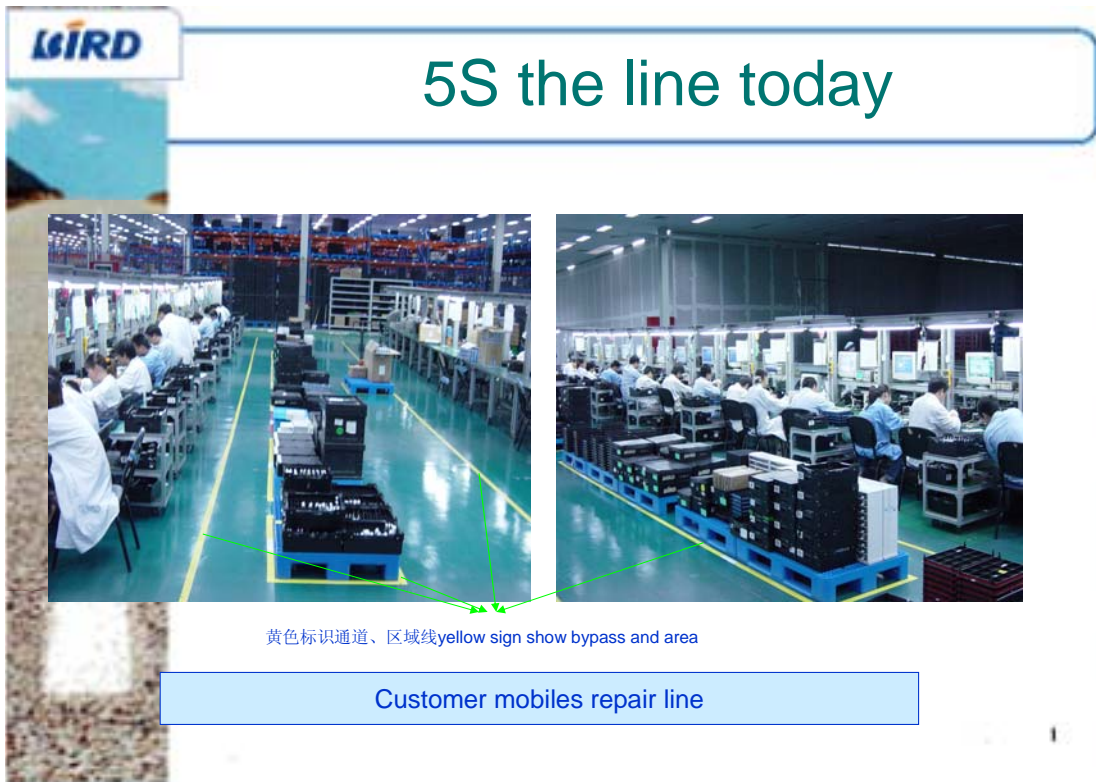
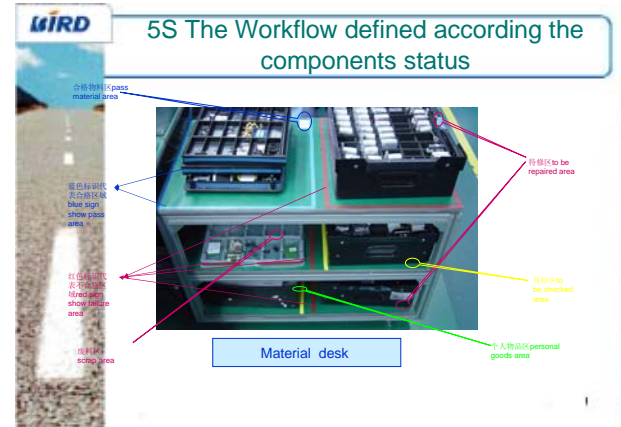
On the repair line, launched on a model line the project 5S in July .

The main target of this project is :

Get all employees into a more productive state of mind by fostering pride in the workplace.

Keep the workplace clean and clearly organized for the sake of performance and safety.

Lay the groundwork for introducing other just-in-time and quality methods in the shops and offices (continuous improvement approach) 5S



The 5S method is one of the fundamental of our system, it's our framework for progress in safety conditions, performance and quality.

5 : Focus this month on Kaizen ; What is Kaizen ?

The continuous improvement is Kaizen, the process of making incremental improvements, no matter how small, and achieving the eliminating all waste that adds cost without value. Kaizen teaches individuals skills for working effectively in small groups, solving problems, documenting and improving processes, collecting and analysing data, and self managing within a peer group.

It pushes decision making (or proposal making) down to the employee and requires open discussion and a group consensus before implementing.

Kaizen is a total philosophy that strives for perfection and sustains the organization on a daily basis

“Kaizen is the process of making incremental improvements, the continuous improvement.”

KAIZEN PRINCIPLES :

The kaizen process is based on several rules that may vary in detail company to company. But the underlying concepts are the same :

- Be open minded , Maintain a positives attitude, reject excuses seek solutions.
- Ask Why ? Why ? Why ? Why ? Why ? till the root cause ;there are no stupid questions.
- Take action. Implement ideas immediately, don't seek perfection. That is, do what can be done now, with the resources at hand.
- Use all team's knowledge. The experts are frequently found on the factory floor.
- All team members are equal and everyone has something to contribute.

And Just do it !!!



**The best quality is the customer satisfaction
without extra cost**