

Final Presentation

Design a Management Process in a Dairy Company to Convert New Ideas Outside and Inside the Organization into New Products

Professor: William Dresselhaus
Presented By: Farzaneh Noroozi

Innovation Department

- define a new Dep. called the innovation Dep. in the system, whose task is to collect all creative ideas from employees and consumers
- define the website as the input of innovation



Each department supposes to bring at least two ideas a year

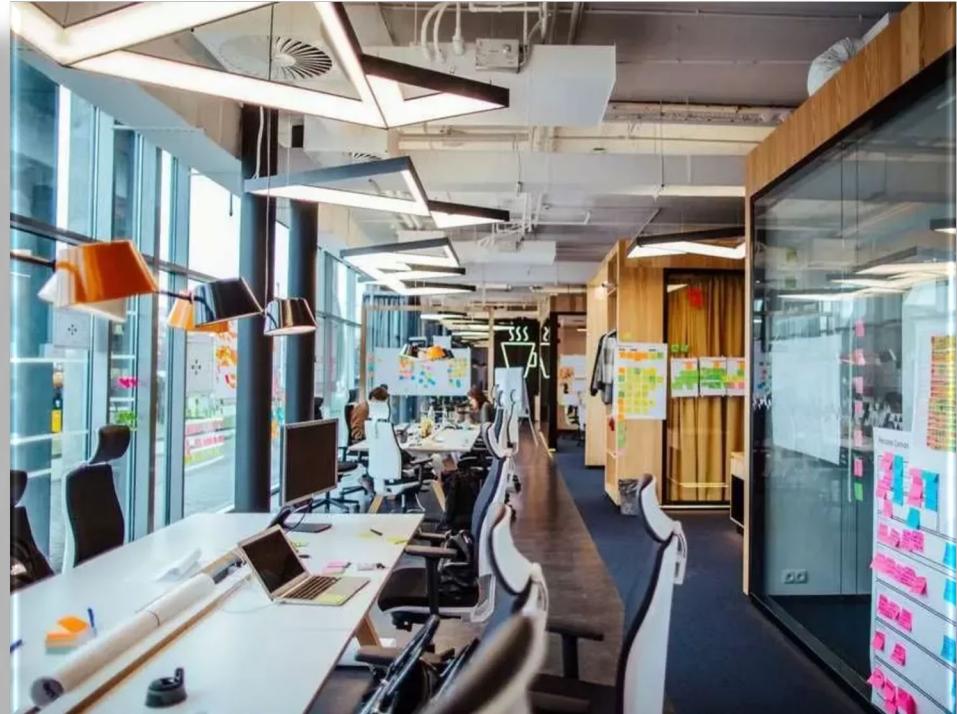
1- Internal team members Idea

2- Taking Idea from consumers

Results from **Research & Best Practices Worldwide**

Results from Forming a **Focus Group of Consumers & workshops for our loyal customers**

Preparing a room full of equipment and allocating time to generate new ideas is highly recommended



Market Research Tools

Related Department will inform the PMG through meetings or reports

Consumers as R&D specialist and Panelist

Public visit to the factory
Competitions among the participants
Preparing kits of different flavors and spices for each production line



Consumers as designers

Consumers' names and comments in their preferred packaging shape, size and font



Consumers as Marketing Specialist

Survey about packaging or taste of new products on social media

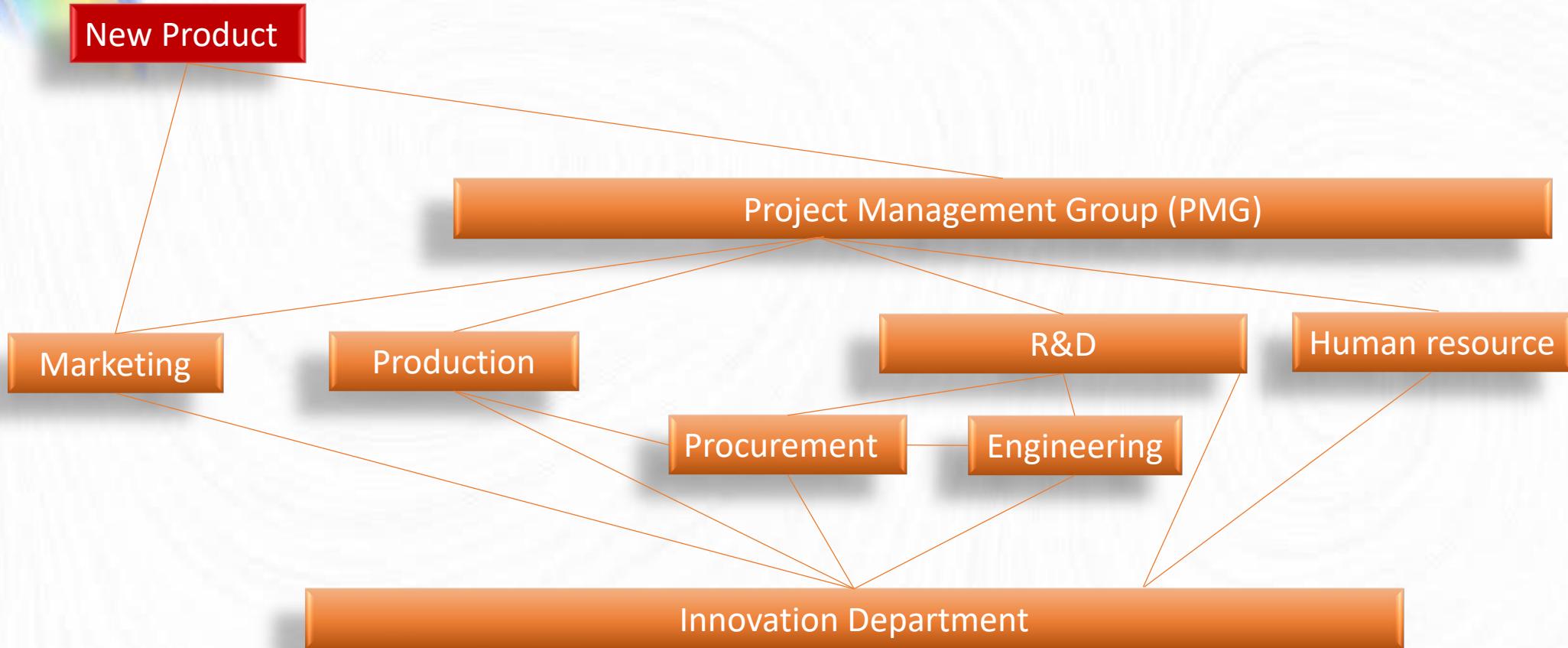


Consumers as Marketing Specialist

Holding competitions in the park and let consumers to design advertising slogan & billboards



Departments Flowchart



- ✓ Weekly collecting data
- ✓ Giving Ideas to the relevant department

Project Management Group (PMG)

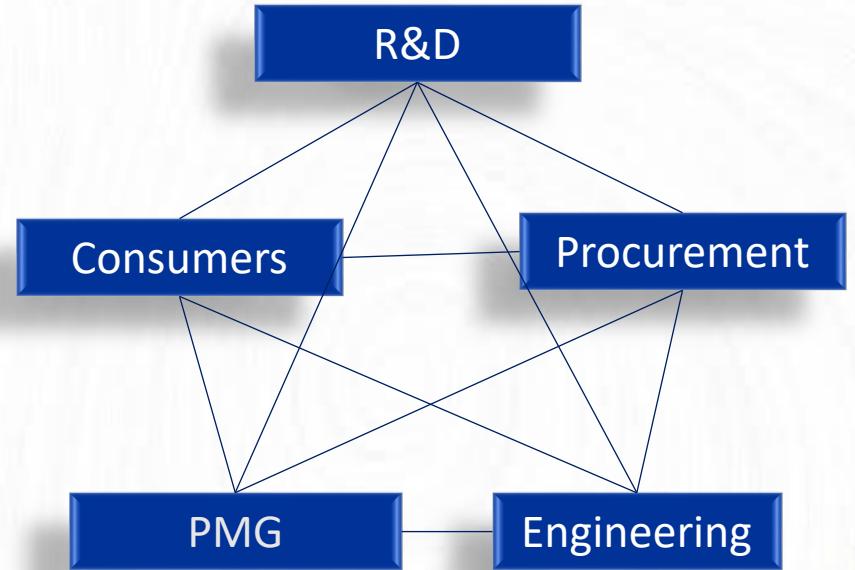
Manage **time, cost, risk** and **communication** using tools such as **meetings** and **reports** between different **departments, consumers** and **owners of new ideas.**



Co-Design steps to convert internal and external ideas into new products

R&D Department

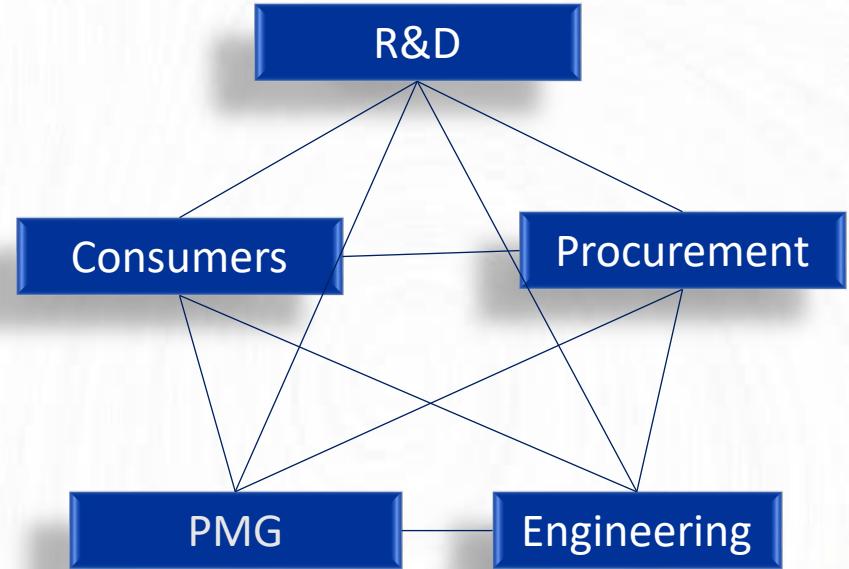
- New ideas from **consumers** and **employees** from each of the described portals are considered after Production feasibility
- We can use information obtained from **consumer focus groups** and **workshops of loyal customers** to do the production feasibility
- Evaluation of Production with existing Facilities and inform the **engineering**, **procurement** and **project management** departments about needs like machinery, Glasses, raw materials, aluminum foil and ... based on **customer feedback**
- All **Machinery** and **Raw materials** needed to implement the **idea of consumers** are announced after examining the expert opinions of **engineering**, **procurement** and **project management** departments



Co-Design steps to convert internal and external ideas into new products

Engineering Department

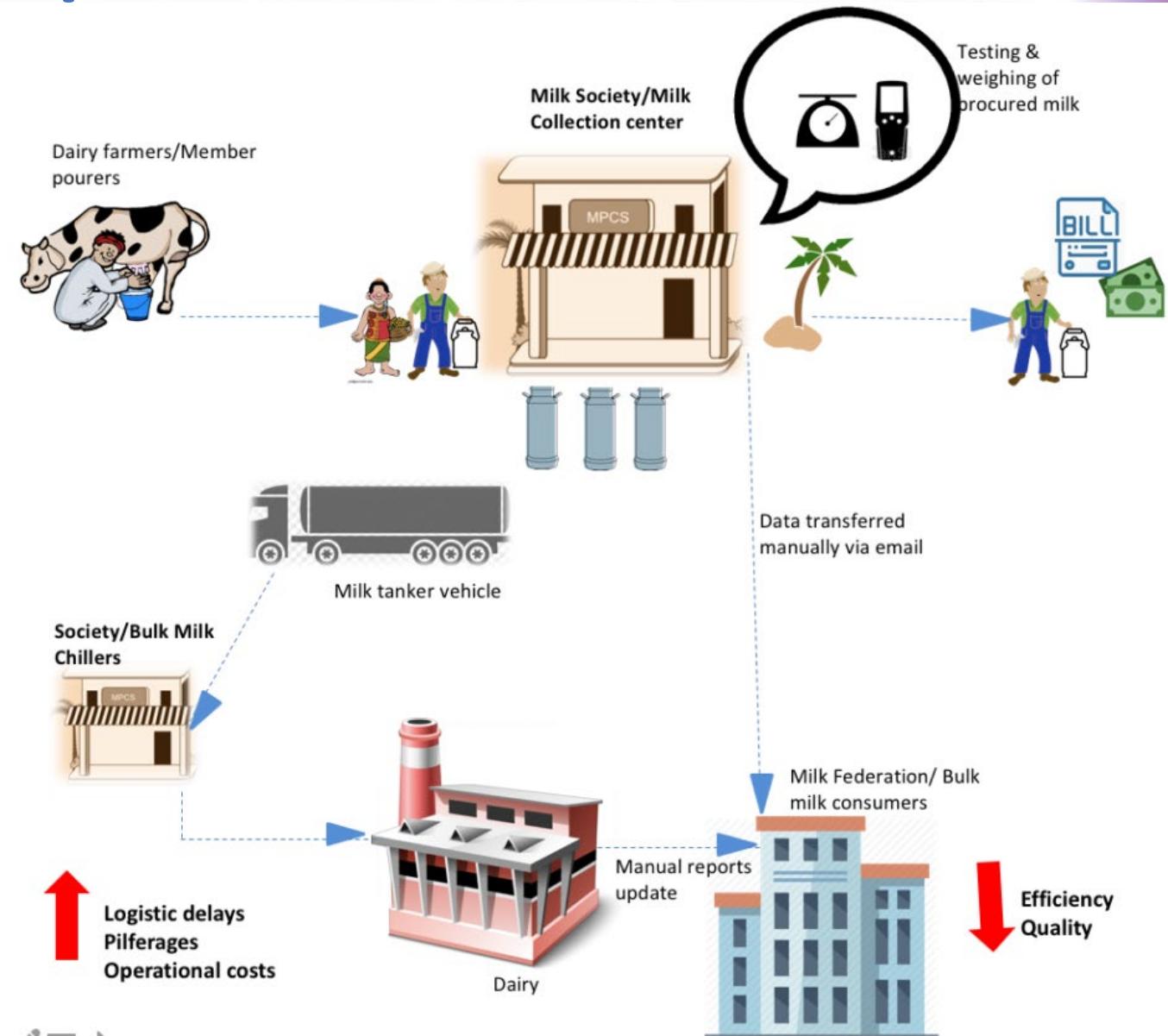
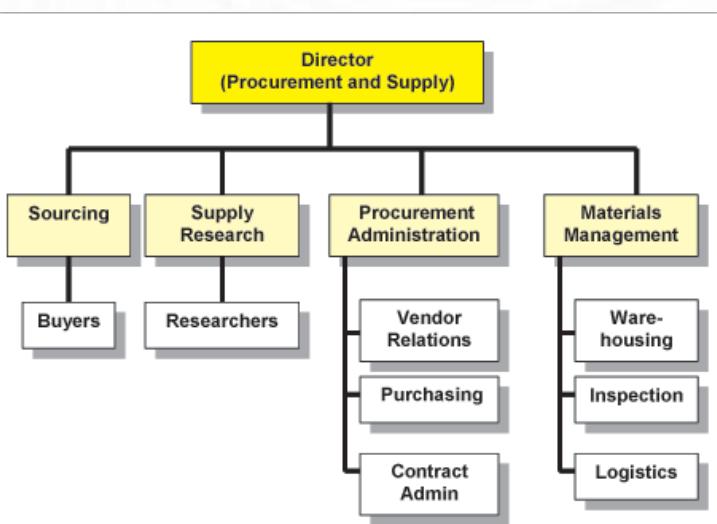
- Design a new production line from **consumer's Ideas** and inform **PMG & R&D** about the possibility of launch a new production line
- considering the existing space and facilities what **facilities** are needed to launch a new line
- They will also inform **Procurement** Department about needs like valves, space, cold storage, machinery, and plumbing for the new production line and prioritizes the input of materials



Co-Design steps to convert internal and external ideas into new products

Procurement Department

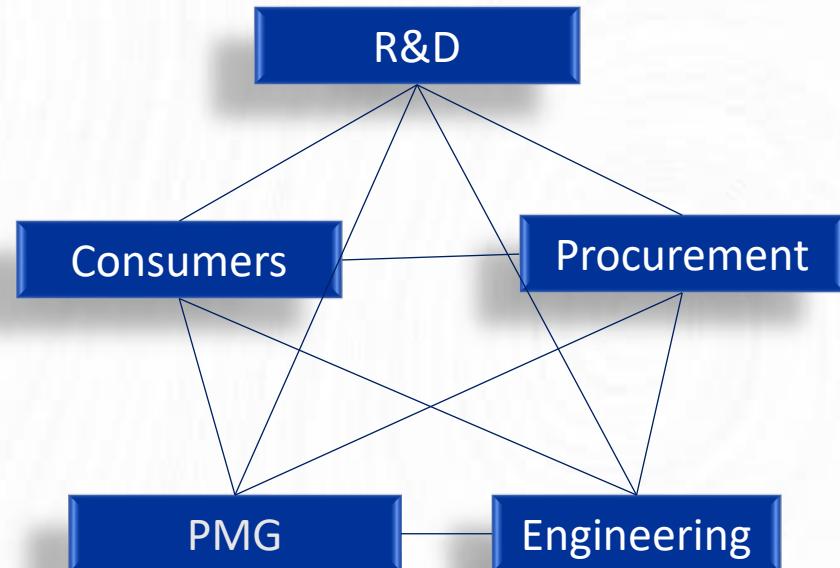
Use resource management tools like RAM, RACI, and WBS (work break down structure) to **provide** the necessary equipment for **consumers** and **departments**, and **prioritizes** the input of materials



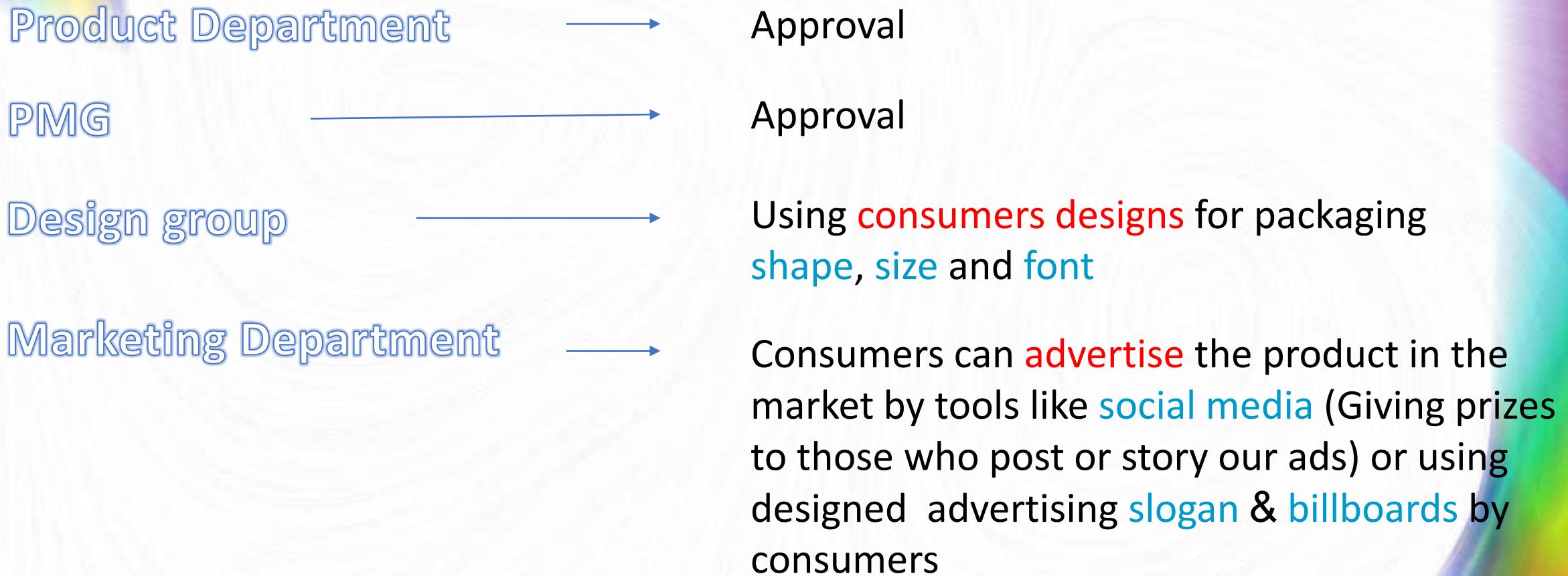
Co-Design steps to convert internal and external ideas into new products

R&D Department

- Produces the **sample product** using the **ideas of consumers**
- Conduct **test Paneling** by **employees, consumers and owner of new Ideas**
- choosing the popular formula between **consumers** as **Final Formula**
- Cost Estimation



Co-Design steps to convert internal and external ideas into new products



Finally, we can launch a new product that is the result of the idea of consumers or one of the employees

R&D Dep.

- Production Feasibility using lessons, and learning, inside or outside the organization
- Evaluation of Production with Existing Facilities and inform the **engineering, procurement** and **project control** department about needs like machinery, Glasses, raw materials, aluminum foil and ... based on customer feedback
- Machinery and Raw materials are announced after examining the expert opinions of **engineering, procurement** and **project control** departments

Engineering
Dep.

- Design a new production line from consumer's Ideas and inform **PMG & R&D** about the possibility of launch a new production line and considering the existing space and facilities what facilities are needed to launch a new line
- They will also inform **Procurement** Department about needs like valves, space, cold storage, machinery, and plumbing for the new production line and prioritizes the input of materials

Procurement
Dep.

Use resource management tools like RAM, RACI, and WBS (work break down structure) to provide the necessary equipment for consumers and departments, and prioritizes the input of materials

R&D Dep.

- Produces the sample product using the ideas of consumers
- Conduct test Paneling by employees, consumers and owner of new Ideas
- choosing the popular formula between consumers as Final Formula
- Cost Estimation

Product Dep.

Approval

PMG

Approval

Design group

Using consumers designs for packaging shape, size and font

Marketing Dep.

Consumers can advertise the product in the market by tools like social media (Giving prizes to those who post or story our ads)

New Production Line

Co-Design steps to convert internal and external ideas into new products

