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

I defined an innovation Dep. in the system to collect creative ideas and used the company's website to register Ideas from employees and consumers.

And I defined for each department to bring at least two ideas per year, one from within the department and the other from customers.

I suggested to design a creativity room in the organization

Also, four other ideas were presented in the midterm, in which consumers were our panelists and R&D and marketing specialists, logo and advertising slogans designers, and also designed the packaging's shape, font, and size for us.

Internal departments of the organization are shown in this flowchart. They communicate with each other using tools such as meetings and weekly reports, and internal ideas or ideas obtained from consumers are provided to each of them on a weekly basis from the innovation department.

The role of Project management group is to manage time, cost, risk, and communication using tools such as meetings and reports between different departments, consumers, and owners of new ideas.

Now I will define Co-Design steps to convert internal and external ideas into new products

After entering consumer’s and employees new ideas from all the mentioned methods into the organization, the R&D Dep uses Information obtained from consumers and loyal customers to conduct production feasibility studies.

They check the facilities and machines, prepare a list of the machines and materials based on customer feedback, such as glass, raw materials, etc., and inform the other departments.

They announce their conditions, and after Examining the expert opinions of other departments, the final desired machinery, and raw materials are determined and announced

Engineering Dep will plan and design a new production line and inform Project Management Group & R&D whether the company can launch a new production line and what facilities are needed to launch a new line, considering the existing space and facilities

They will also inform Procurement Department about their needs like valves, space, cold storage, machinery, and plumbing for the new production line

Procurement Dep. Use resource management tools to provide the necessary equipment to implement the idea of consumers

In the next step, R&D Dep. Produces the sample product, using employees, consumers and owner of new Ideas, to do the Test Panel. then they Determin the Final Formula, and Estimation the Cost

After getting approval from the Product and project management departments, Packaging Shape and size are defined by using customers designs, and the marketing Dep. Starts promoting the product in the market by the tools provided by consumers

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

All explained Co-Design steps are shown in this slide

This is a summary of the interaction of different departments and consumers as stakeholders to produce a new product and fulfill the vision and mission of the company.

If there are any questions, I would be happy to answer