



Major Assignment: Planning an Innovative Business Global Business Management Innovation in the Global Marketplace

TOPIC: AUTOMATED GUIDED
VEHICLE (AGV)



OVERVIEW

An innovative business plan that I have decided to work on is Automated guided vehicle which is service innovation used in logistic and warehousing system.

Automated guided vehicles (AGVs) are the systems used for material handling in the warehouses a kind of load carrier that travels throughout the warehouse, distribution or manufacturing facilities without an onboard operator driver.

Benefits of using AVGs

- It will reduce the direct labour cost of the company
- It will improve the traceability and inventory accuracy
- Increase the productivity
- It will avoid the workforce storage and minimize the mistakes due to human errors.
- AGV electric tugs are featured as a range of safety features to manage the risk.
- AGV material handling equipment helps to drive operational efficiency by carrying out tasks on time, at the optimal speed.

TYPE OF INNOVATION

SERVICE INNOVATION

Reducing the cost of
entering and
marketing in
international
markets

Growing
standardization

A shifting technology
landscape

Expanding market
size

Increase in
consumer
disposable income

E-Commerce and
Social Media-
Oriented Business
Models



Customer Profiling:

The customer profile for an automated guided vehicle (AGV) used in logistics and warehousing systems can vary depending on the specific use case and industry. Here are some potential customer profiles:

- Large-scale warehouses
- Retail and grocery stores
- Hospitals and healthcare facilities
- Airports and transportation hubs
- Manufacturing and production facilities

Marketing:

Marketing an automated guided vehicle (AGV) company that offers service innovation for logistics and warehousing systems can be challenging, but here are some potential marketing strategies that could be effective:

- Develop a strong brand
- Participate in industry events
- Leverage digital marketing
- Develop case studies
- Offer free demos
- Build partnerships
- Focus on customer service



Feasibility of Implementing an AGV

Impact on existing processes and equipment.

Ability to integrate with floor plan, existing processes, and the supply chain

Impact on the existing workforce

Significant investment

Advantages

- Reducing the workload for each employee
- Improving productivity.
- Reducing accidents



TRG RESTAURANT FEASIBILITY STUDIES



AGVs into the company's practice

Manufacturing

Warehousing

Distribution

Hospitals

All things considered, AGVs have enormous potential to serve every market sector, and we are constantly searching for new and creative ways to use them



What must employee know about automated guided vehicles to makes best use of innovation?

AGVs is robots or pieces of equipment

it's a robotic system that needs to be taken care of by employees.

Basic understanding of AGVs: knowledge will help them to identify which materials and processes can be optimized with the use of AGVs

Safety protocols: AGVs are designed to operate in a safe manner, but accidents can still occur

Programming and maintenance: Such as charging the batteries, replacing worn-out components, and troubleshooting issues.

Continuous improvement: Employees should be open to learning about new AGV technologies as new software and hardware updates are released regularly.



