

MODULE 2

ISUZU PARTS BUSINESS OPERATION



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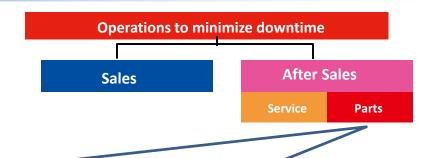


I. MISSION OF PARTS BUSINESS



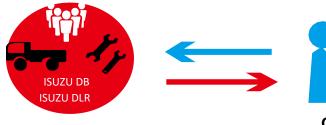
I. MISSION OF PARTS BUSINESS

To ensure the steady sale and supply of Isuzu Genuine Parts in order to support customer's vehicles uptime.



CS improvement

Confidence and trust in Isuzu



Customer

To ensure the steady sale and supply of Isuzu Genuine Parts to the customer

To enable optimum performance of Isuzu vehicles

Win the customer's trust and contribute to the sustainable growth in sales and profit

Customer's Expectations

- High quality of parts
- Getting the right quantity of the right parts in the right place at the right time

Aftermarket Reality

 Now, Genuine Parts are currently available in the after market (i. e. cheap imitation parts)

Goal of Isuzu

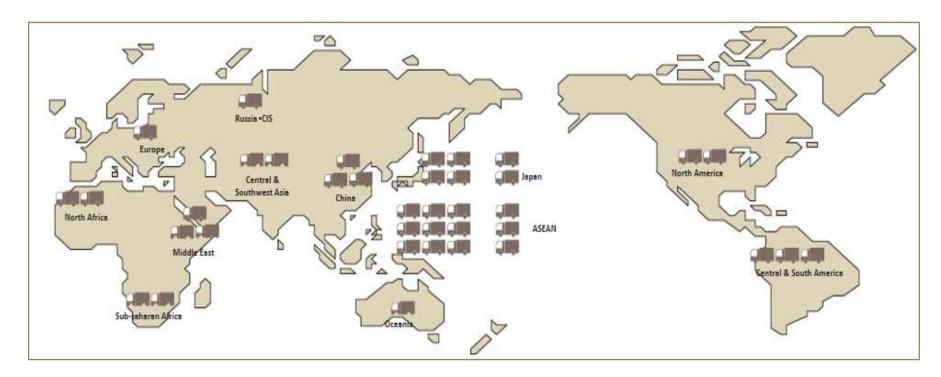
 To provide Isuzu Genuine Parts to all customers in order to ensure the customer's vehicle runs at an optimum quality level



A. PARTS MARKET OVERVIEW

In order to maximize uptime of Isuzu vehicles around the world, we endeavor to deliver the Isuzu parts that are essential for their repair and maintenance.

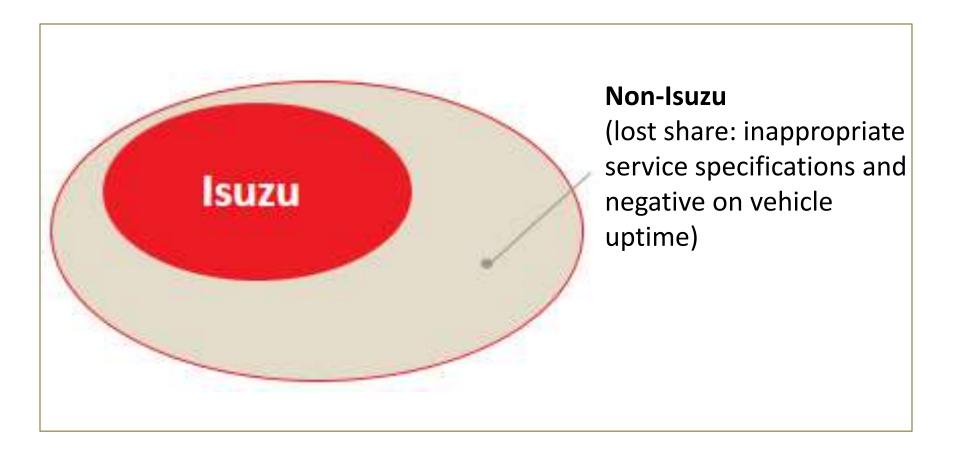
Isuzu vehicles population in the world





A. PARTS MARKET OVERVIEW

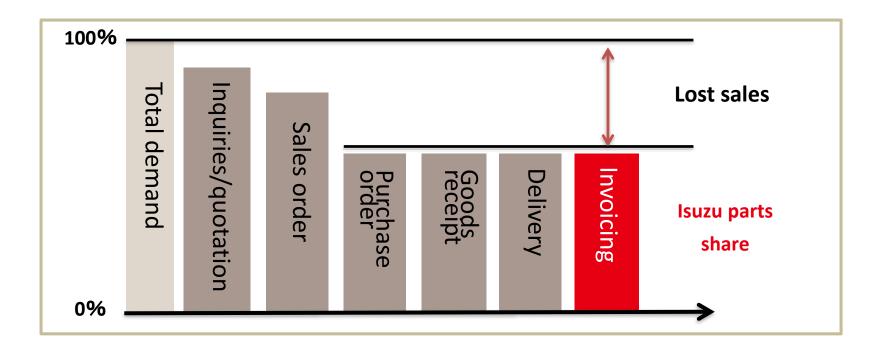
Market value and share of Isuzu Parts





A. PARTS MARKET OVERVIEW

Where the opportunities are lost in the process?

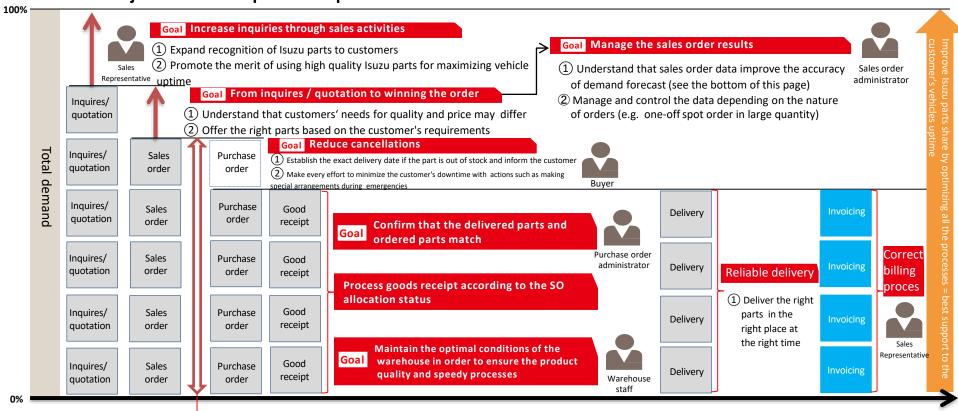




B. GOAL OF PARTS BUSINESS

To ensure the sale and supply of Isuzu products by eliminating lost opportunities in each process, and to increase Isuzu parts share.

Business objectives in each process to prevent loss sales





Goal Eliminate back order items with appropriate management in inventory planning and purchase order methods

• Keep an inventory of parts in advance based on the forecast of how much demand can be expected, so we ever run out of stock when a customer requires a certain part (However, an excessive inventory compared to the demand will have a negative impact financially, so holding "the appropriate quantity" is important).



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW



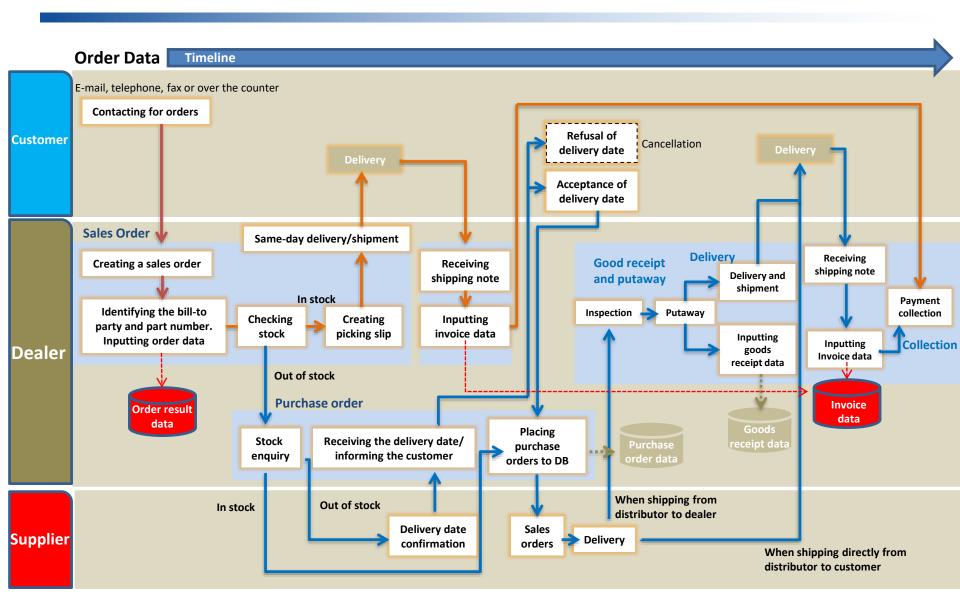
A. OVERVIEW OF PARTS BUSINESS

The overall flow of parts business goes as shown below.



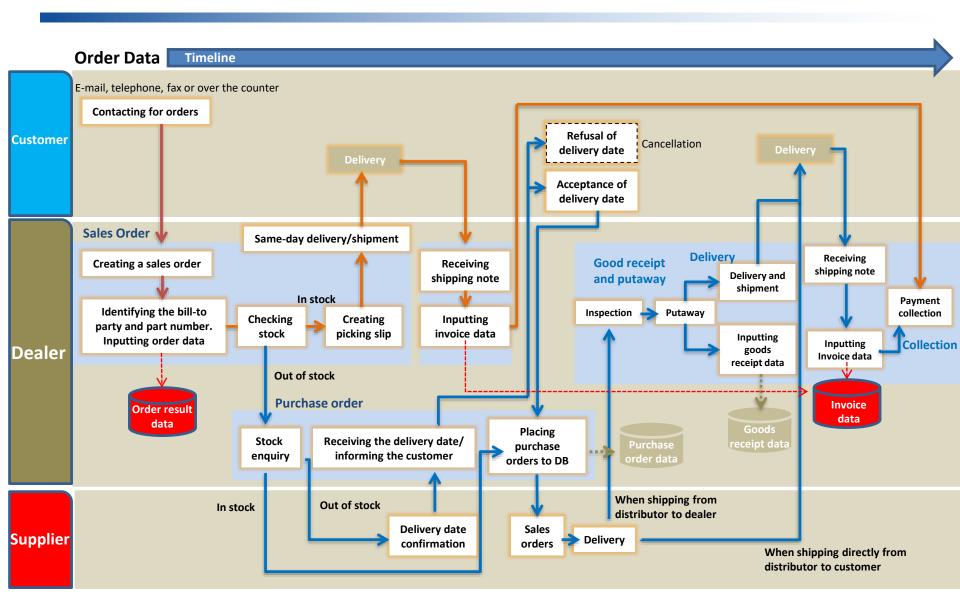


B. PARTS BUSINESS FLOW

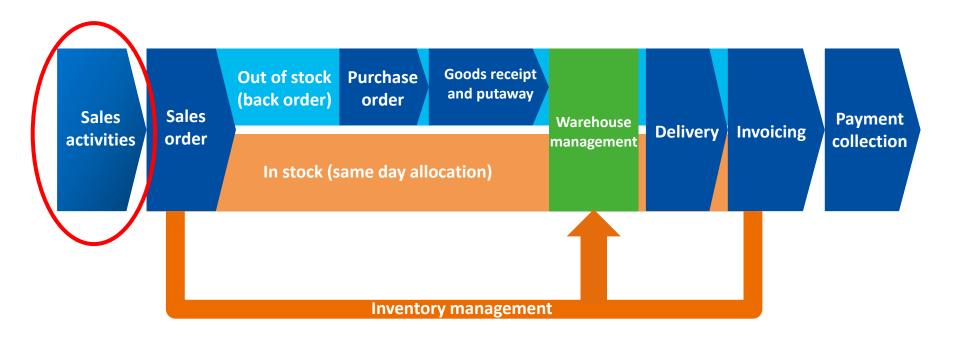




B. PARTS BUSINESS FLOW



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW

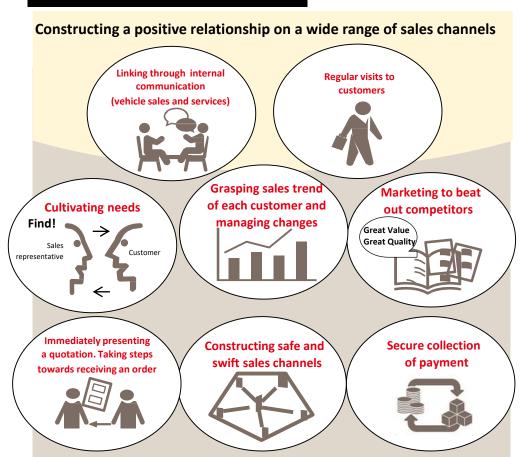




Sales activities means...

Engage in all areas of sales activities as the "face" of Isuzu parts business, such as building customer relations to payment collection, with a continuous effort to improve customer skills and product knowledge.

Sales activity details



Important points when making a visits

Visits which lead to the next step

- Clarify the purpose of the visit
- Make appointments at the convenient time for the customer
- Gather necessary information to sell parts and provide information which is beneficial to the customer

(It is necessary to improve communication skills and knowledge about parts)

Be active in becoming a preferred business partner with the customer



Important points in sales activities

Activities based on PDCA



Make a monthly action plan and sales promotion measures based on business plan per branch



Carry out sales activities



Carry out analysis such as sales trend compared to the previous year per customer and plan recovery measures





Carry out sales activities for the following week and month

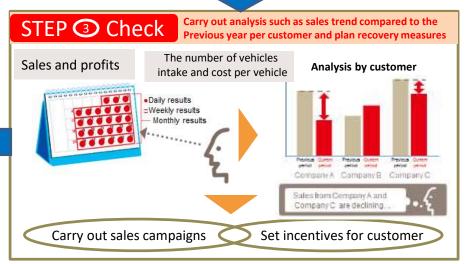


Implementing sales activities using the PDCA method



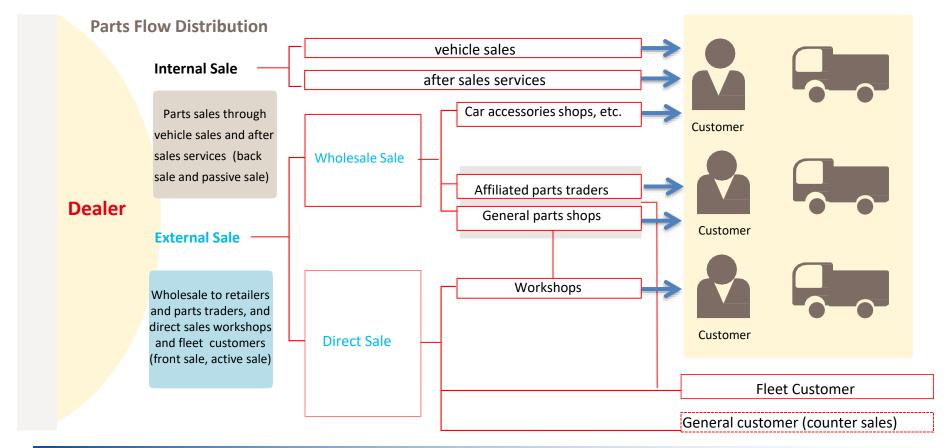








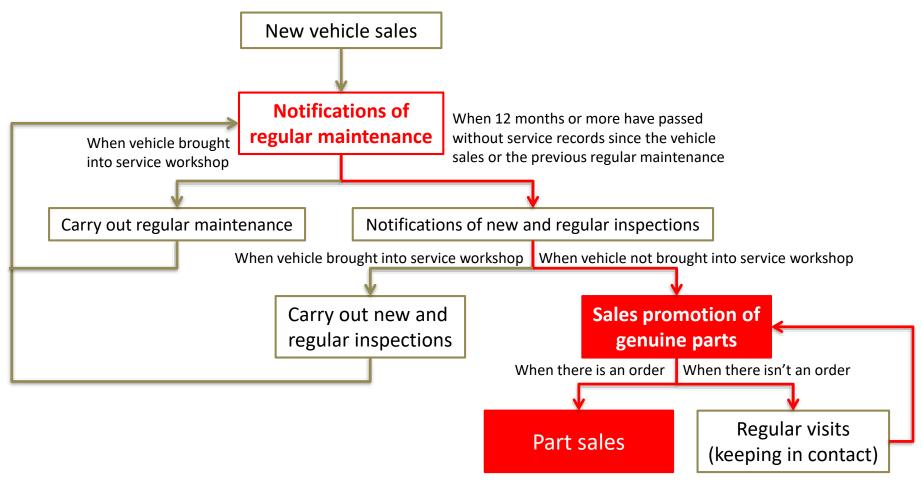
- External Sale (front sale, active sale, wholesale and direct sales)
 Note: Front sale can be divided into wholesale and direct sales and has a variety of distribution channels.
- Internal Sale (back sale, passive sale, with vehicle sales or through services).





Internal sales (back sales/passive sales): Part sales triggered by the notifications of regular maintenance

Promote sales of Isuzu parts utilizing <Notifications of regular maintenance>



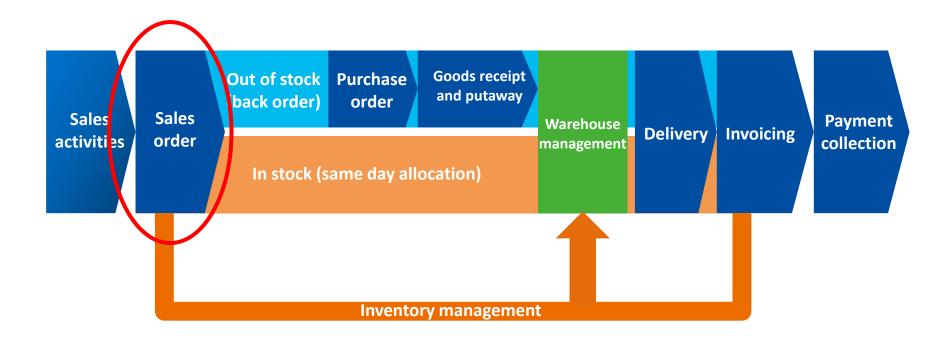


Constructing an external sales channels (front sales / active sales)

Understand the different nature of wholesale and direct sales when giving advice and making sales.

	Wholesale Sales		Direct Sales	
Targeted customer	Parts distributors and car accessories shops	Fleets	Large scale repair shops	Small scale repair shops and general customers (counter sales)
Customerr needs	Fast moving parts	Maximum vehicle uptime	Increasing repaired units	Carrying out maintenance of vehicles in a speedy manner
Customer's main income source	Part sales	Loading, transportation, production, sales, etc.	Vehicle maintenance	
Important points for sales activities				
Visiting Frequency	©	0	0	Δ
Target Parts	Competitive Parts	Specific parts require vehicles/Parts with controls	Inexpensive parts	

II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW





Sales Order Process

- Creating a sales order based on the customer's order
- Confirming the bill-to party and identifying the correct part numbers
- Inputting sales order data

In order to optimize the inventory management, divide the orders into orders in which data is counted for demand forecast and orders in which data is not counted.

Normal flow

Make sure to register the sales order

Sales Order
Data input

Sales Order

Data is counted for demand forecast

Counting a one-time large order from one customer for the demand Problematic case 1 forecast Calculation for demand forecast Part B Part B Order result →Using such order data may result Order of 100 pcs data of 100 units in accurate demand forecast Not counting cancelled parts for demand forecast Problematic case 2 Calculation for demand forecast Part C → Not reflected in the next Part C not counted Order of 1 pc demand forecast or accumulated

Make sure to register the sales order accordingly to the nature of the order for the purpose of accurate demand forecast.

	One-time large order from one customer	Cancelled Parts	Back Ordered Parts
Calculation for demand forecast	Not counted ×	Counted (do not delete)	Counted after sales order is made



Sales Order Process

External Sales (or Front / Active Sales)

Step 1 Create a sales order slip after receiving the order from the customer.

Shop front / counter	Phone	Fax	E-mail
Confirm the necessary points on the order slip	ModReq	npany name/full nan del year/model code uired part name uired quantity	

Create a sales order slip Keep the slip

Record the customer order with the sales order slip to avoid problems such as forgetting, delays or mistakes.

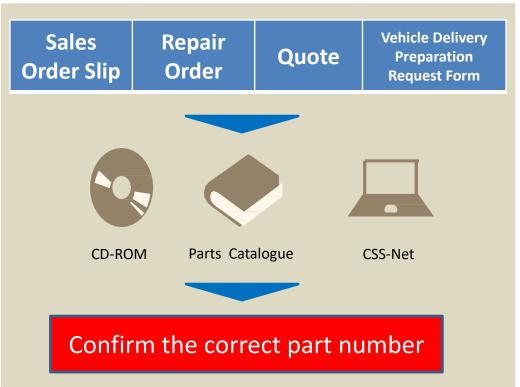


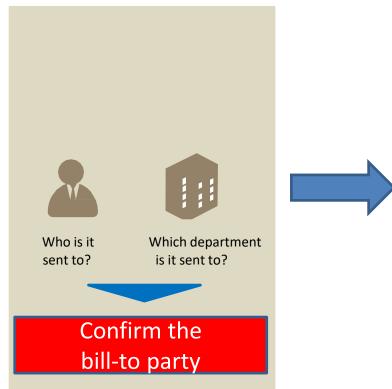
Sales Order Process

External Sales (or Front / Active Sales)

Step 2

- Identify the part number correctly using tools issued by Isuzu.
- Confirm the bill to party.

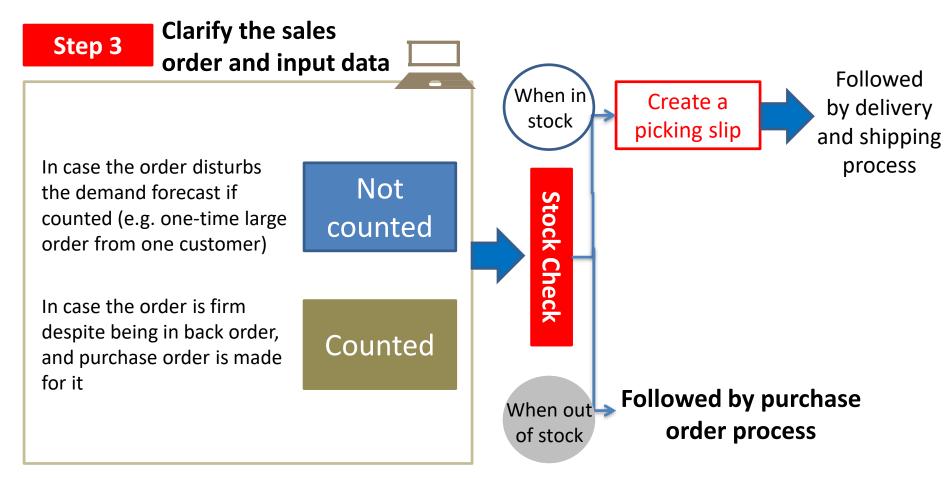






Sales Order Process

External Sales (or Front / Active Sales)

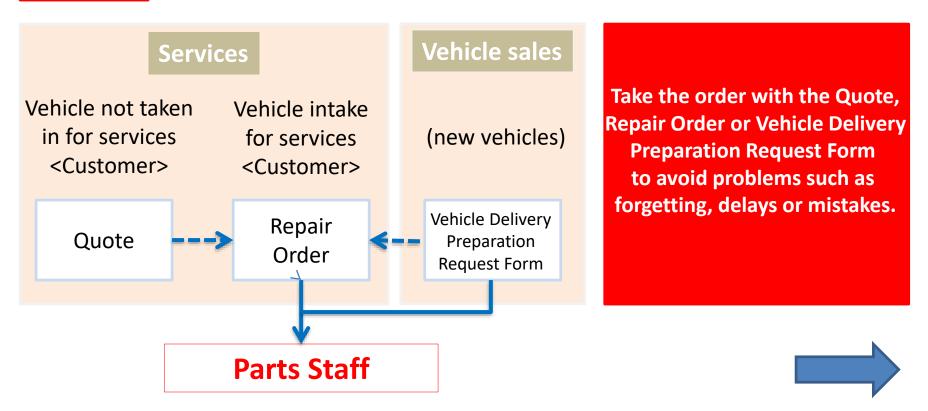




Sales Order Process

Internal Sales (or Back / Passive Sales)

Step 1 Sort the order after receiving the order from the customer



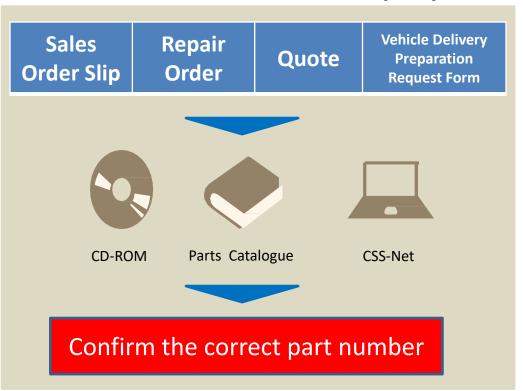


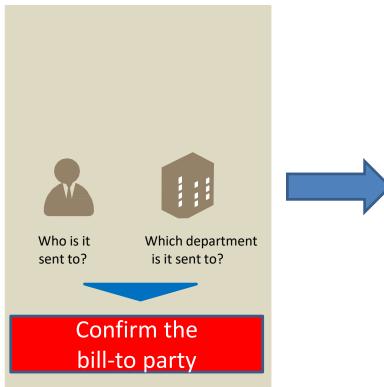
Sales Order Process

Internal Sales (or Back / Passive Sales)

Step 2

- Identify the part number correctly using tools issued by Isuzu
- Confirm the bill to party

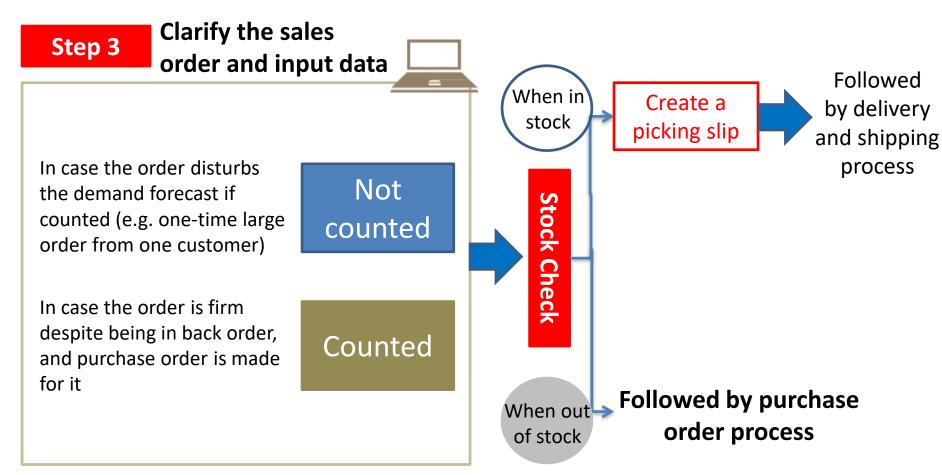




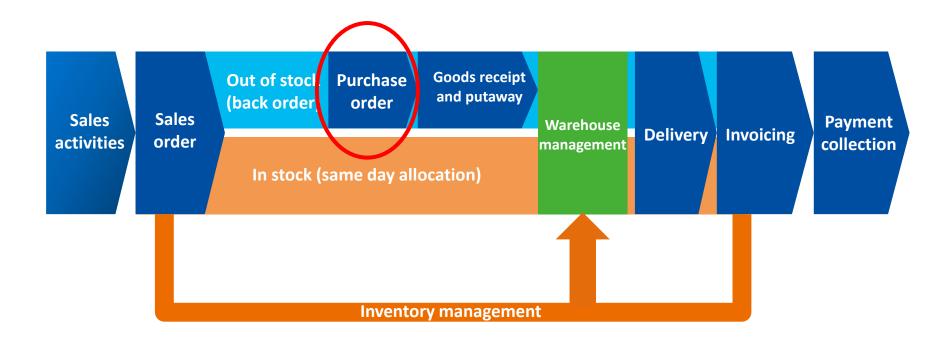


Sales Order Process

Internal Sales (or Back / Passive Sales)



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW





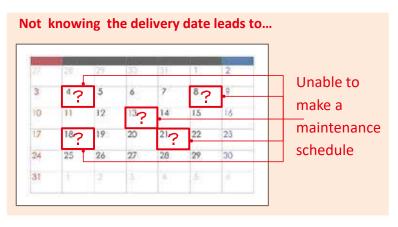
Purchase Order Process

- Stock enquiry to distributor or supplier
- Keeping the customer informed with delivery date
- Making purchase orders to the distributor or supplier immediately after confirming a sales order

Important point

- <Enable the vehicle maintenance schedule to be fixed
- → The customer can plan the vehicle usage>

Therefore, it is necessary to swiftly confirm the delivery date of out-of-stock parts, inform the customer and make urgent delivery.

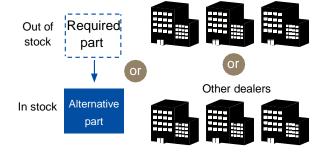






- Immediately confirm the delivery date and inform the customer about the delivery date
 - Informing the exact delivery date enables the customer to make the maintenance schedule easier.
 - It is important to communicate negative information swiftly and accurately which could cause problems such as delays.
- Make special arrangements when the customer is in urgent need
 - In addition to requesting the distributor to bring the delivery date forward, be flexible and look for ways to meet customer's required delivery date using the methods listed on the right.







Purchase Order Process

Step 1

Confirm the stock location and delivery date of the part with the distributor or supplier.



Step 2

Inform the customer about the delivery date and confirm whether or not the customer will order the part.

Inform the delivery date

"We can deliver the part on _____."

Confirm if the customer will order the part

"Will this meet your maintenance or repair schedule?"



Purchase Order Process

When the delivery date is accepted and order is firm;

Step 3 A

Confirm the order-to party and make the order

Parts for inventory

(parts delivered from the distributor)



Parts for direct delivery

(parts delivered from the supplier)



Order to the distributor

Order to the supplier



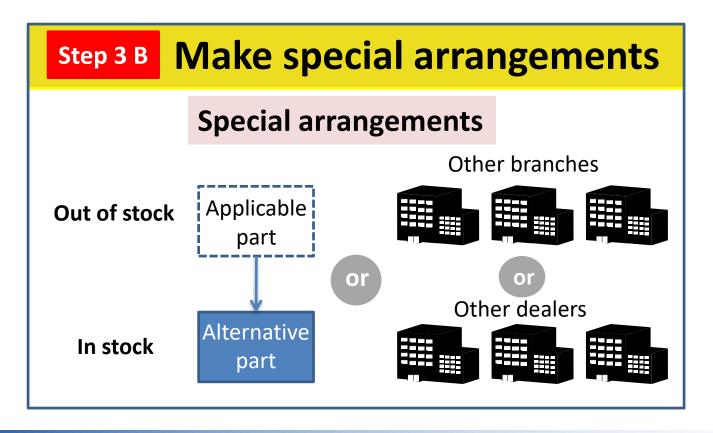
To goods receipt and putaway

In case of direct delivery, there is no goods receipt or putaway



Purchase Order Process

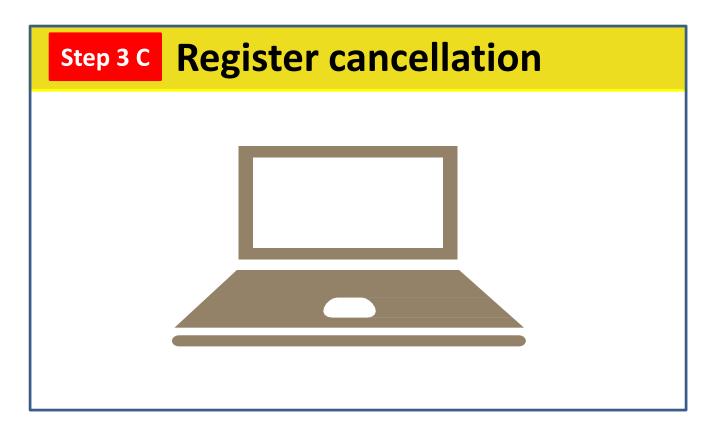
When the delivery date is not accepted but the customer requests to adjust the delivery date;



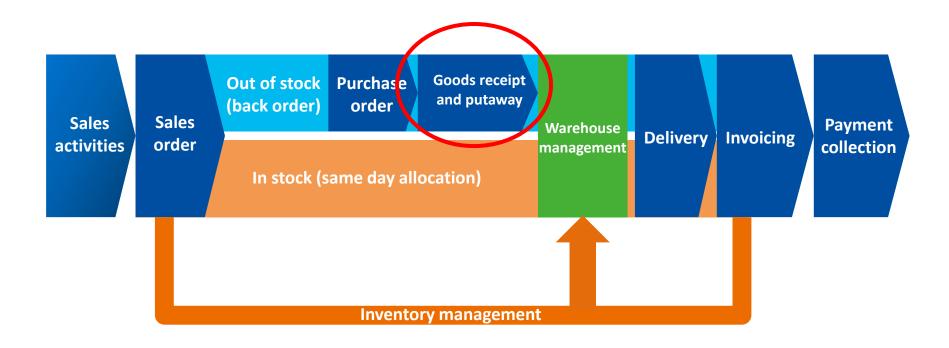


Purchase Order Process

When the delivery date is not accepted and order is cancelled;



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW





4. GOODS RECEIPT AND PUTAWAY

Good Receipt and Putaway Process

- Confirming the delivered part number and quantity.
- Inputting goods receipt data.

Important point

Process goods receipt and putaway swiftly in order to prevent the discrepancy between shelf stock and system stock.

Recording putaway data before binning on the shelf physically in the warehouse leads to...

Misinform the customer that can deliver the parts immediately when the parts are not on the shelf yet.

= Loss of confidence



Not recording the putaway data after the physical binning leads to...

Misinform the customer that the parts are not available.

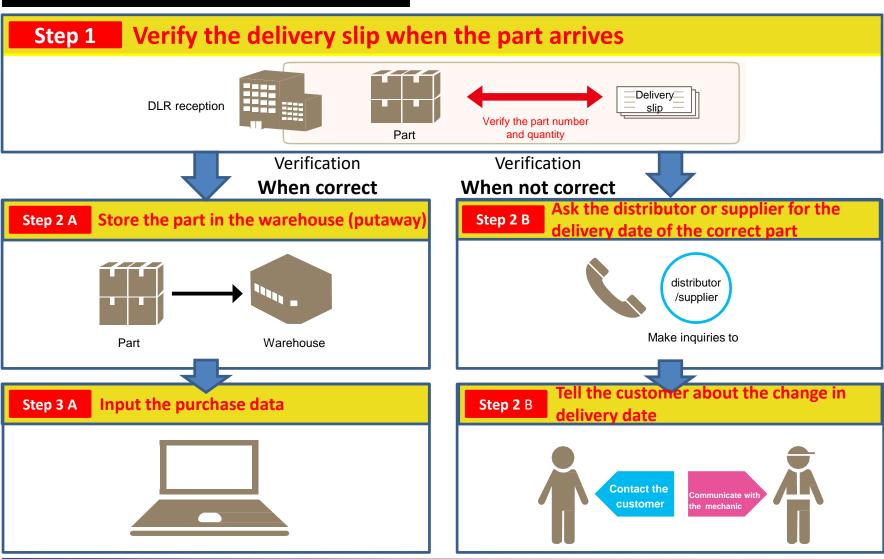
= Loss of sales

	Action	
Confirmation of parts and quantity	 Make sure to check at the goods arrival Inform the distributor or supplier for discrepancy Inform the customer accordingly 	
Data Input	Input the goods receipt and putaway data immediately	

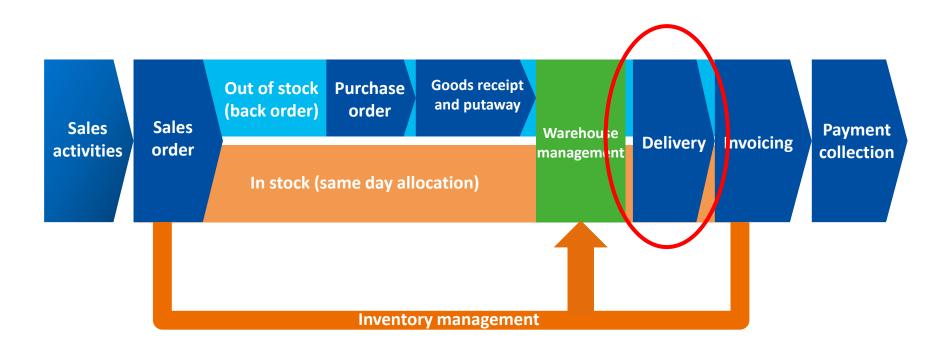


4. GOODS RECEIPT AND PUTAWAY

Goods Receipt and Putaway Processes



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW





5. DELIVERY

Delivery Process

Deliver the correct part at the designated time and place without any mistakes

mportant point

Set up the most efficient routing for parts delivery with the cost reduction in mind

Best Delivery

- Keep the delivery staff and delivery vehicle in good order to avoid failed deliveries.
- When the arrival time may be different than scheduled, inform the customer of the new expected delivery time.

Cost Reduction

Construct lean and efficient delivery routes to reduce costs.

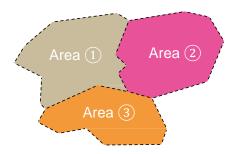


5. DELIVERY

Constructing a delivery route

Step 1

Divide own sales territory into smaller manageable areas to construct optimal routes



However,



Consider a dedicated delivery for fleet customers



Step 2

Confirm acceptable time frame for receiving parts each destination

A

A Part required in the first hour in the morning

Dealer

Only possible to receive parts in the afternoon

Part required by noon



5. DELIVERY

Constructing a delivery route

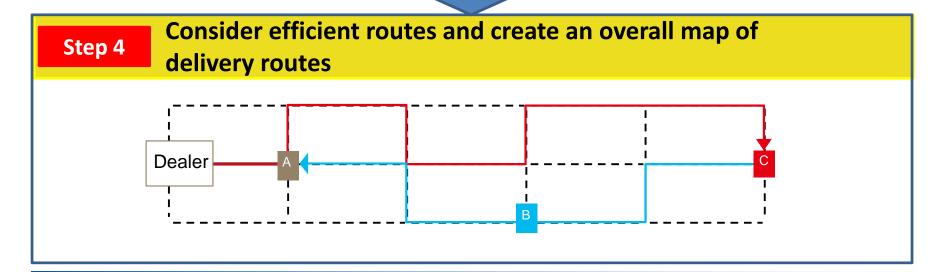
Understand the traffic conditions from the dealer to the delivery destination

Afternoon traffic congestion

Afternoon traffic congestion

Dealer

Afternoon traffic congestion



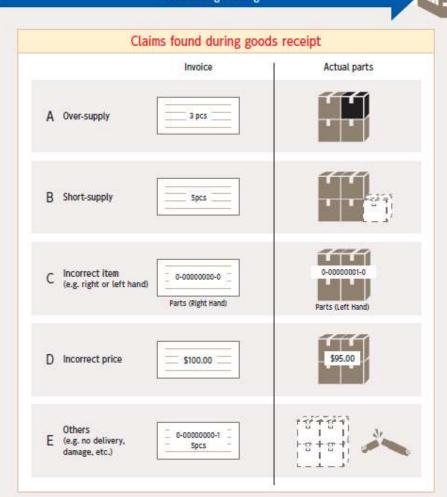


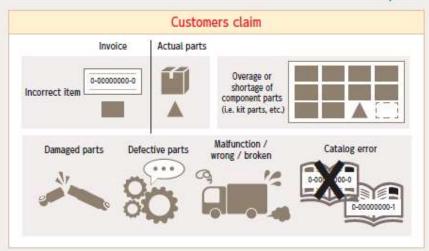
6. CLAIMS HANDLING

Types of Claims

At receiving / Storing

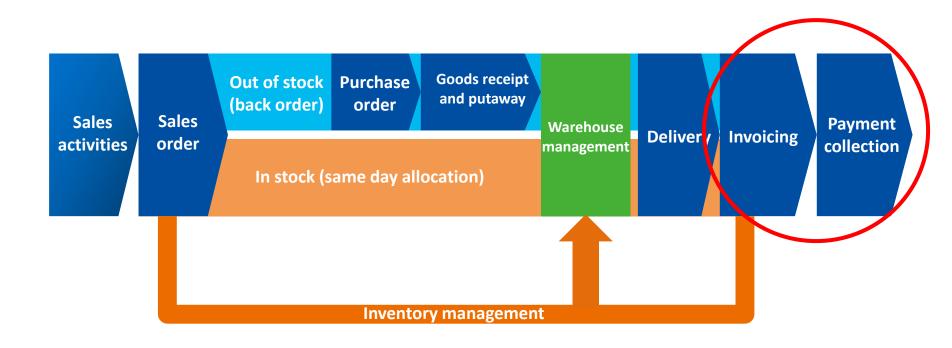








II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW



7. INVOICING AND PAYMENT COLLECTION

Invoicing and payment collection process

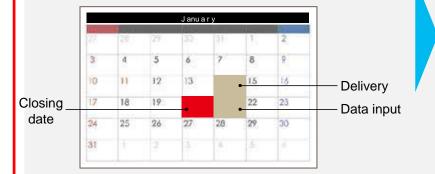
- Record invoice data based on the delivery note
- Make sure to collect payments on time

Important point

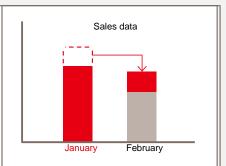
Record invoice data immediately to avoid data entry after fiscal closing data.

(Example)

The closing date is the 20th of the month and the payment term is the last day of the following month



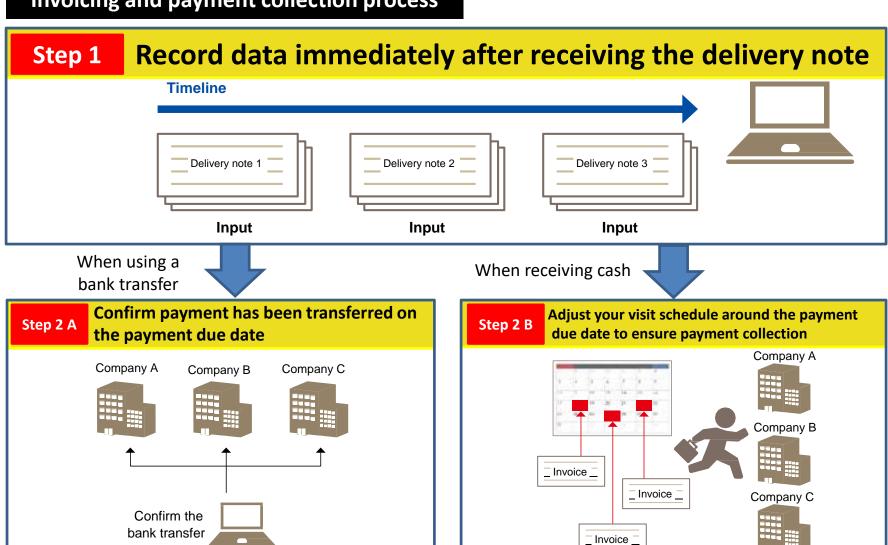
Sales meant for January is recorded in February in reality



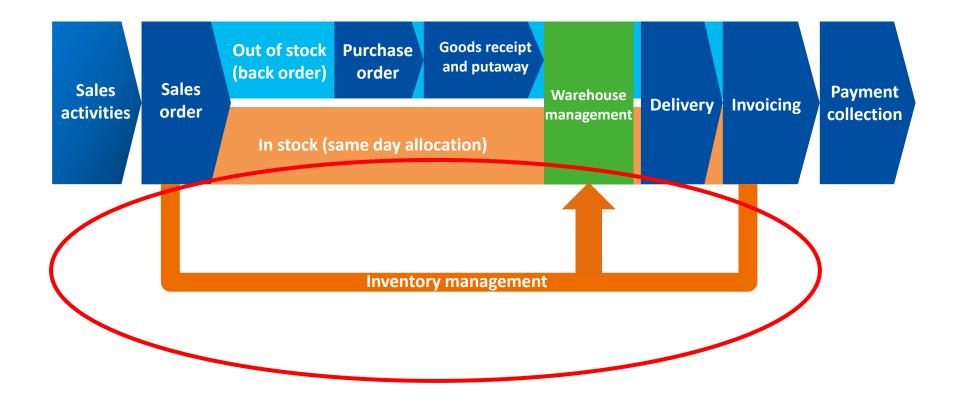
- → Sales data for January is not totalled correctly preventing proper inventory management
- → Payment collection cannot be made at the end of February causing a negative financial impact (Payment collection cannot be made until March)

7. INVOICING AND PAYMENT COLLECTION

Invoicing and payment collection process



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW



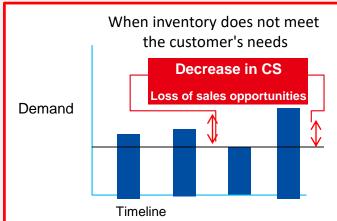


Inventory management work flow

- Determine fixed (mandatory) stock list
- Execute demand forecast
- Determine the right quantity of stock and make purchase orders to prevent parts from running out of stock
- Ensure the running of appropriate inventory management using management KPIs

The Goal of Inventory Management

To maintain an appropriate amount of inventory of parts necessary for vehicles repair and maintenance while taking into account of the customer's needs and the optimal inventory for the dealership themselves.



- When inventory does not meet the customer's needs parts cannot be available to customers who require repairs or maintenance leading to vehicle downtime.
- Customer satisfaction also declines which in turn reduces confidence in Isuzu.



- Warehouse space is limited, so an excessive amount of inventory leads to a waste of warehouse space (i.e. non moving stock).
- Excess inventory means an excessive inventory value which has a negative financial impact (increase of financial burden).



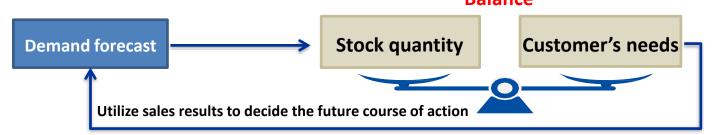
The Goal of Inventory Management



Review and update the inventory parameters based on the result data, and carry out demand forecast for each part, in order to achieve appropriate inventory.

- Using the latest 12 months demand data, review the inventory at least once every 6 months
- "the number of parts is limited" is part of the nature in the basic thinking of inventory management
- Carrying out demand forecast utilizing this fundamental idea enables to maintain a minimum required quantity of inventory which is also the optimal amount for the dealer and serves customer's needs at the same time.
- It is important to determine the target stock quantity by checking the current stock against the yearly sales results.

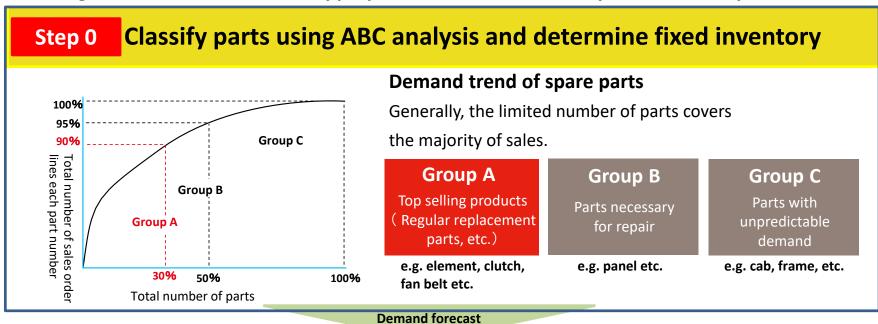
 Balance

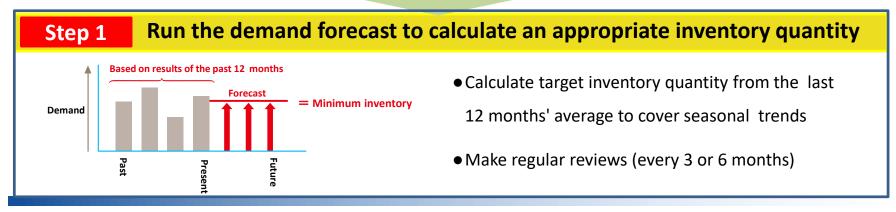




Inventory Management Process Flow

To manage the maintenance of the appropriate amount of inventory, follow the steps below.





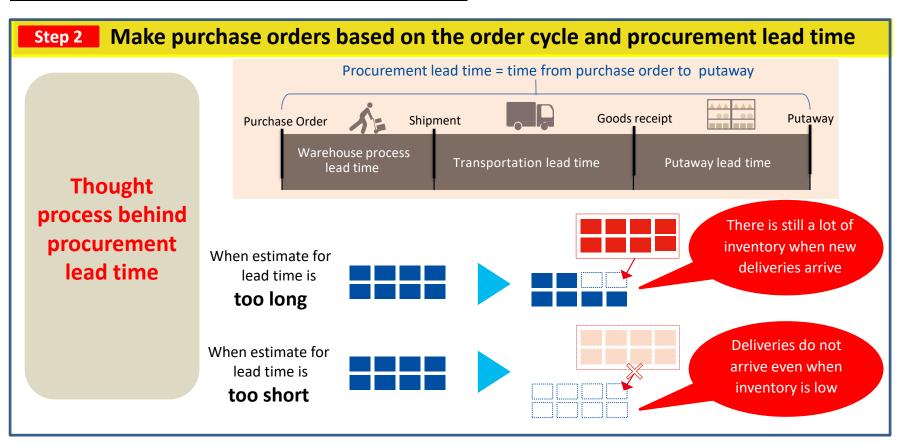


Inventory Management Process Flow

Step 2 Make purchase orders based on the order cycle and procurement lead time When should the next order be made? Purchase order Order cycle = Four weeks later One week later Two weeks later Three weeks later Large quantity in one inbound delivery Unnecessary space increases until the next Thought process delivery with A large warehouse is necessary Restricts cash flow every sale behind order cycle When the order cycle is long When the order cycle is short



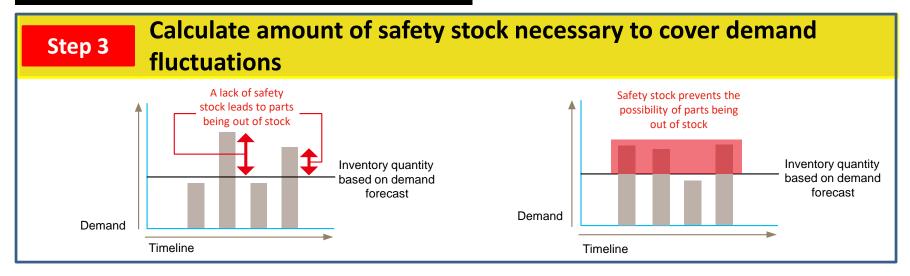
Inventory Management Process Flow





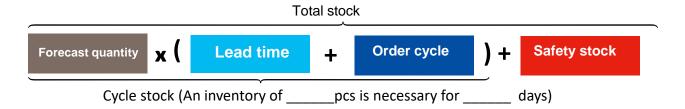


Inventory Management Process Flow



Factor this in when calculating the appropriate amount of inventory

Inventory management includes analysis utilizing demand data Organize demand data by part number and update it regularly





Forecast quantity X (Lead time + Order cycle) + Safety stock

E.g.

Preconditions

- 1. 1 month is to be 4 weeks
- 2. Lead time between purchase order and putaway is 2 weeks
- 3. Frequency of purchase order is once a week
- 4. Order result in the past one year is below

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Monthly average
50	45	55	45	40	55	60	50	40	50	40	50	48.33333

Forecast quantity

Calculate the average using the last 12 months' demand result.

(The sum of order results in Jan-Dec) / 12 months = 48pcs

Lead time

Check the lead time from purchase order to putaway.

2 weeks = 0.5 months

Order cycle

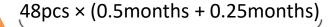
Check the frequency of purchase orders.

once a week = once in 0.25 months

Safety stock

Consider how much stock you need when the demand has changed

Depending on the capacity of the parts warehouse, keep the stock Such as for one week', or two weeks' worth of average demand, etc.

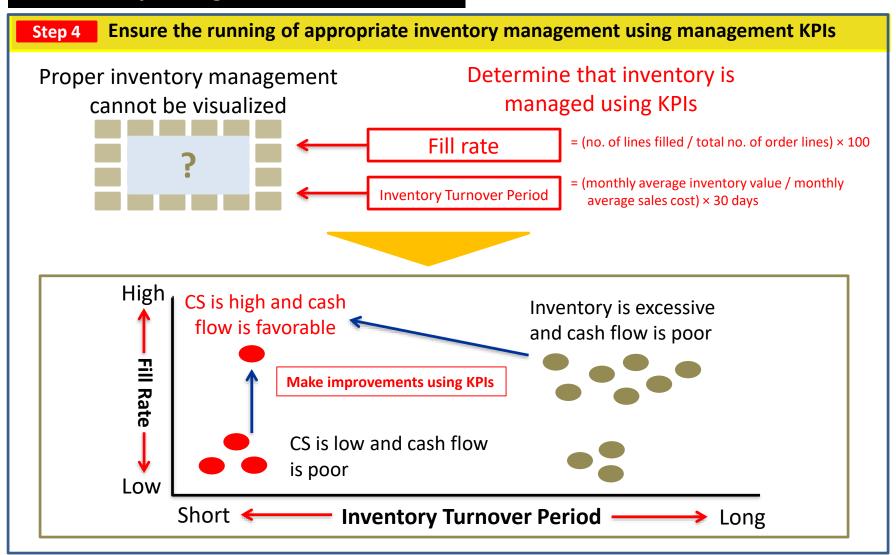


Cycle stock
(Minimum inventory of **36pcs** is necessary)





Inventory Management Process Flow



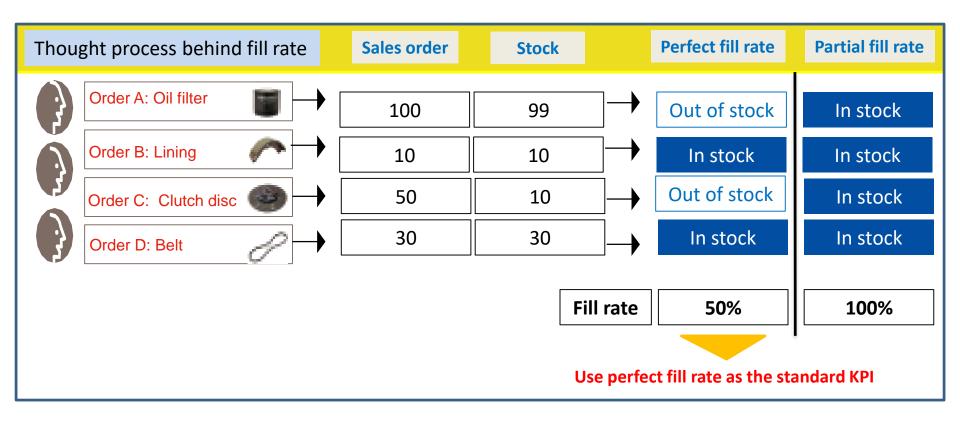


Inventory Management Process Flow

Thought process behind inventory turnover period	Inventory turnover period of 15 days (Inventory is sold and replaced in 15 days)	Inventory turnover period of 30 days (Inventory is sold and replaced in 30 days)	Inventory turnover period of 45 days (Inventory is sold and replaced in 45 days)
Inventory value			
Amount of sales costs			
Example	15 days = 10,000 20,000	20,000 20,000	45 days = 30,000 20,000



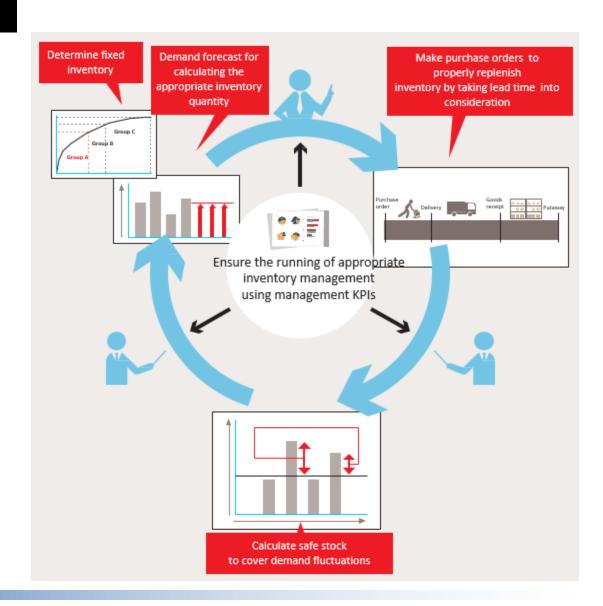
Inventory Management Process Flow



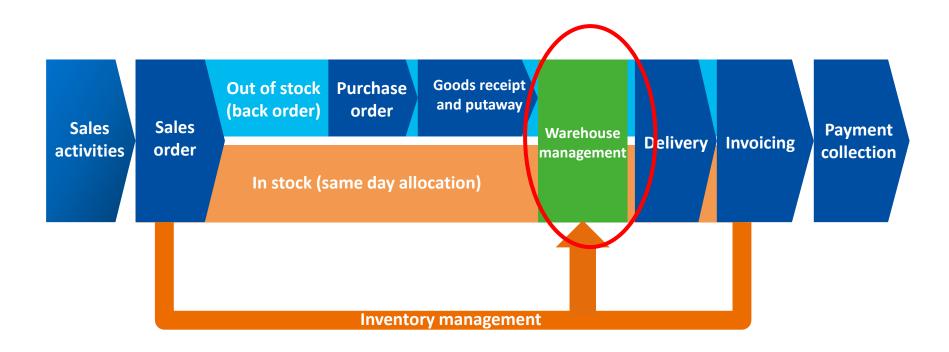


Inventory Management Process Flow

Carry out management in an ideal manner by constructing a proper inventory management system based on these steps;



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW



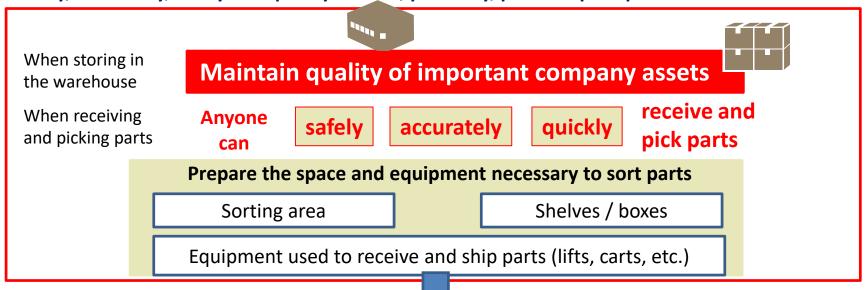


Warehouse management process

- Store the delivered part as inventory
- Pick and pack the parts for customer's order
- Carry out the 5S activities to maintain a clean workhouse
- Take inventory count regularly and check for quantity discrepancies

The Goal of Warehouse Management

To maintain quality of stored parts in a limited space and keep a warehouse in which anyone can safely, accurately, easily and quickly receive, put away, pick and pack parts.



Achieve high quality product supply all the time, every time



The Goal of Warehouse Management

Set a proper storage area for each part

Manage parts by their characteristics and type

Set a storage area according to shape, size weight and type of each part.



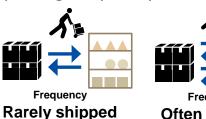




Weight

Manage parts by frequency

Set a storage area according to the picking frequency of each part.

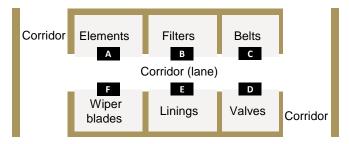




Often shipped

Set a specific location for each part in the storage area

Reduce receiving and picking times by assigning specific location numbers in the storage area in the warehouse.



Implement the 5S activities

5S activities are the methods which create a safe, clean and comfortable workplace in order to improve work efficiency.



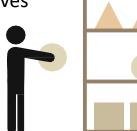


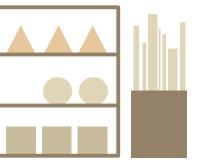
Storage by parts characteristics

Storage Methods

Sort parts by shape, size, weight and type when storing

- Store heavy parts on lower shelves and light parts on higher shelves
- Store small parts on small sized shelves
- Store long parts together
- Organize the warehouse for easy putaway and picking
- Reduce risk of fall of heavy parts to increase safety





Examples

Manage the warehouse based on part size and type









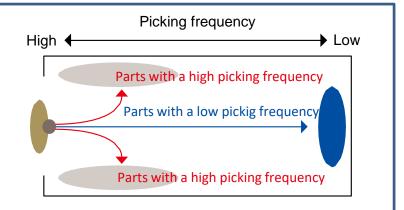
Storage control by frequency

Storage Methods

Set storage areas according to picking frequency of parts

 Store high frequency parts close to the warehouse entrance and store low frequency parts in the back of the warehouse.

This reduces time to look for parts



Examples

Store parts based on part picking frequency



Parts with a low picking frequency

Parts with a high picking frequency



Parts with a low picking frequency

Parts with a high picking frequency



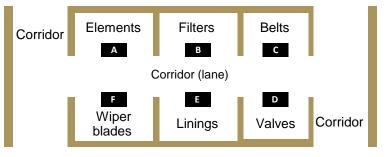
Location Management

Storage Methods

Set a specific location for a specific part in the warehouse

- Determine the storage areas for each part
- Set clear location tags on shelves and make them visible from corridor / lane
- Set one location for one part

Reduce putaway lead time and prevent putaway error



Examples



Location display



Construct and manage the optimal locations





5S Activities

5S activities are the method for a safe, accurate and quick putaway and picking parts.

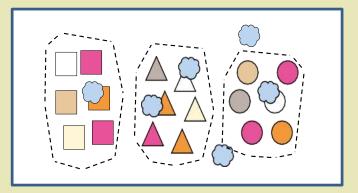
Disorganized and untidy state Back Front

- Necessary items are mixed up with unnecessary items
- New items are mixed up with old items
- Parts cannot be picked out immediately
- The warehouse is scattered with garbage and dust



Sort (Seiri) Separate necessary and un

Separate necessary and unnecessary items



2. Set in order (Seiton)

- Arrange parts with long storage periods in front
- Enable the immediate and accurate putaway of parts



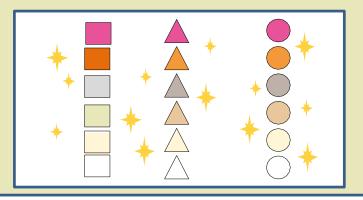
Why are parts with longer storage periods place in front? Longer storage periods lead to deterioration of parts quality, so placing these parts in front makes it easier to pick them (rule of first in, first out (FIFO)).



5S Activities

3. Shine (Seisou)

- Clean the warehouse completely
- Maintain machines and equipment so they can be used immediately



4. Sustain (Seiketsu)

Systematically carry out and repeat the three steps to keep safe, easy and comfortable working environment at all times.

Maintain high standards



5. Standardize (Shitsuke)

Training and discipline, to "do without being told"



10. CONTINUOUS IMPROVEMENT

The concept of continuous improvement

It is an on-going effort that all employees are continually seeking ways to improve their own performance by eliminating waste (muda, muri, mura)

Do you notice any improvement opportunities in each operation?











Implementing continuous improvement



II. PARTS BUSINESS FUNCTIONS AND PROCESS FLOW

