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Course – PG in Advance Project Management

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Case study on Manufacturing Industry

Pharmaceutical sector.

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aim

Project

Being a reputed firm in manufacturing sector of pharmaceutical equipment's our main aim is on time

delivery of end product understanding the user requirement & urgency of production at user end.

The finished product that we would deliver should provide us repeat order for organizational growth.

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• To sound globally in pharmaceutical sector as a top manufacturer.

• Exploring new partnership to build the network globally.

• Achieving financial growth rise by 30% w.r.t previous turnover.

Project vision

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OPPORTUNITIES

STRENGTH

WEAKNESS

THREATS

SWOT ANALSIS

OBJECTIVE

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• Core strength is its ability to deliver quality & economic product through a provision of quality customer service & convenience.

• Good capital.

• Good partnership.

• Good customer service.

• Location

• Scalability in product.

STRENGTH

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• Business operation

• Employee resources.

• R&D is not available.

• Lack in internal co-ordination.

• Extensive training required.

• Limitation of creative process.

• Cultural adaptation.

Weakness

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• Faster product release to market.

• Groundbreaking ideas & product development.

• Minimize the wastage of resources.

• Market control, increase in global demand.

• Expected to increase in demand of healthcare service.

• Attractive packing.

Opportunities

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• Market competition.

• Unpredictability of consumer purchasing behavior.

• Financial : High expenditure during implementation.

• Fragmentation of current management structure.

• Delay in product design.

Threats

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Diamond framework

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Diamond framework of end product

Complexity

Technology

Pace

Super - High-Tech

Array

System Assembly Component Regular

Fast/Competitive

Time - Critical

Blitz

High-Tech

Medium- Tech

Low- TechNovelty

Derivativ e

Platform New to Market

New to World

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• Novelty – Marked it on platform as our end products are standard, they vary in capacity depending upon the requirement of client.

• Technology –Marked it on medium tech as the tools that we use are known to people and the automation used is familiar in market.

• Complexity – Marked it on system there are many stages during the manufacturing of end product which requires proper coordination with our internal teams, client & consultant. Incase any miscommunication happens is hampers the delivery date.

• Pace – Marked it on fast competitive the demand pharmaceutical sector is increasing day by day & regulatory norms are becoming strict. Maintaining the reputation of firm and delivering the product as per users requirement in this fast competitive market.

Diamond framework of end product