ABSTRACT

The eventual objective of this research was to identify and correct problems in the in-store delivery process that was causing delays for their customers. Also, offer recommendations based upon analysis, implement the recommendations in that process, and set up a system to ensure that the process remains in the improved state.

This research applied the DMAIC (Define, Measure, Analyze, Improve, and Control) model to improve the in-store delivery waiting time which is likely to have an effect on customer satisfaction. The DMAIC model helped the researcher and selected members of those involved in the process under study define and understand the process problems, measure the company's current performance, and analyze the root causes of the in-store delivery delays. Together they produced an improvement plan that both reduced the time required for in-store delivery and recommended changes in order to achieve sustainability for the improved company operations.

The results of improvement the in-store delivery, the store's warehouse process was improved to reduce process delays, the company needs to continue the improved process and introduce a system which will provide continuous improvement of the processes to ensure a sustained improvement and monitor operations in all areas.