

ABSTRACT

Business process redesign (BPR) is similar concept which is applied to redesign the new collection process in the jewelry company. The research was conducted as a case study using business process redesign in order to identify improvement areas in the product development process.

During 2012-2013, the delayed delivery the new items of MGT Company were dramatically increasing. These increases of delayed delivery were also effective with income of the company, while an increase in the high amount of penalty fees also took place. Therefore, companies were discussing the best solution to solve this delayed delivery problem. Hence, the business process redesign technique was chosen to analyze the problem and propose a solution. The results of this study show that the problems of delay were cause from the mock up sample process in the product development department. The key is this process takes a long lead time. On the other hand, multiple revisions of the mock up sample process always revised as per marketing's comments. The solution was applied to the business process redesign during the product development process was performed. The expected results were reduced product development process lead time and accurate information with related departments. The results then lead to the on time delivery to customers.

The results of this project are related with business process redesign and can be applied to the new collection process successfully. After following the step by step process involved in business process redesign (BPR) to understand and analyze the outstanding process the total lead time, the new collections are compared.