

ABSTRACT

This case study was based on a Thailand electronics manufacturing company, ABC Company, which has just changed its business mode to improve its long term relationship with its customer. The problem was under a time based competition, fulfill customer's order with speed and efficiency which requires a new order fulfillment process to support and long lead time process could not meet the customer's requirement. The management level and the customer were looking for the way to improve the current business.

Business Process Improvement (BPI) was applied in this study, which started with the study of the current company business delivery performance, customer requirements and current business issues, identified the root cause of the lead time problem, then improved the process.

The study found that the lead time problem in ABC Company's order fulfillment processes was during the schedule change and additional material pulling. The information sharing system has helped the company and its customer to have quick responses on order change and material control. Furthermore, the case study indicated that BPI has helped the company achieve a better business performance.