

PROCEDURE FOR USE OF MARKETING /PRODUCTION MATRIX

Concretely the problem is that NB takes on new accounts and in the process increases the volume as well as the character of production (e.g. producing special products for some accounts, holiday products). There are many effects on the organization of production. The consequences of not taking these into consideration are far-reaching. This matrix should be used in the process of defining these interconnections and taking necessary steps.

1. List all the elements of the new product and/or the product that is being developed in a certain way for a particular account down the left-hand side of the chart.
2. Start from the top, working across, ennumerate all procedures/systems/procedures as they will be effected by this new product.
3. Use this matrix to develop a PS-02 for this product assigning task codes to all tasks that will need to be undertaken in order to implement the change.
4. Also use this matrix as a checklist or to develop a checklist for information that has to be passed on to other people connected with the process.

↓ MARKETING ↓	FORMULA	MIXING	OVEN	BENCH	SLICING	SORTING	PROOF	DELIVERY	OTHER