



"Unity to be real must stand the severest strain without breaking"

-Mahatma Gandhi

Perception Business Consulting Solution is a professionally run business consulting firm & pioneers in CHANGE MANAGEMENT, PERFORMANCE IMPROVEMENT & TALENT DEVELOPMENT through various consulting engagement programs helping clients to establish their process & product management practices, raising their operating performance leading to business excellence and defining clear HR structure & practices leading to improved employee satisfaction & overall development of human resource. Our quasi-executive approach to deal with client issues has brought us very close to the client leading to long & sustained relationships for more than four consecutive years in a row.

FOUR VERTICALS

Our competence of developing management systems, handling business inefficiencies through specialized performance tools, handling HR issues including training, management of brand towards increased market positioning leading to a four business verticals.

PRACTICE

Our first vertical is primarily focused on developing good management practices under almost 12 international process & product specific standards covering QMS to ISO 9001: 2000, EMS to ISO 14001: 2004, OHSMS to OHSAS 18001: 1999, IMS as an integration of three (SHEQ), ISO/TS 16949: 2002 for automotive industry, ISO 22000: 2005, DRC for Food Safety, ISO 27001 for IT Security, NABL (National Accreditation Body of laboratories) to ISO 17025: 2005 & ISO 15189: 2005, NABH (National Accreditation Board for Hospitals), NAAC (National Assessment & Accreditation Council), PED (97/23/EC), API, CE MARK, WRAP, BUYER CoC to name few.

PERFORMANCE

Our second vertical covers customized consulting solutions depending on the type & size of the client company covering management tools such as LEAN MANAGEMENT, TPM, SIX SIGMA, SMED, 5S, TOC, KAIZEN, MALCOLM BALDRIDGE QUALITY CRITERIA FOR HEALTH CARE & EDUCATION, BALANCE SCORE CARD, POKA YOKE, 8D- PROBLEM SOLVING METHODS FOR CAPA ET AL to handle business processes more effectively & efficiently. We pioneer in developing customized versions of all such techniques ensuring effective implementation not merely show-casing these tools for the heck. We also handle consulting assignment for specific sectoral need leading to effective LSCM (Logistics & Supply Chain Management) practices, SDP (Supplier Development Programs), HIRA (Hazard Identification & Risk Assessment), IER (Initial Environment Review and similar methods towards business excellence.

PEOPLE

Our third vertical is focused on HR consulting covering HR restructuring, competence mapping, and compensation & benefit program design. We also handle strategic recruitment facilitation for our business partners with a scientific approach through database gathered from trusted sources. We also handle specific management surveys leading to identification of customer satisfaction index, human behavioral studies, psychometric testing of human talent, competitiveness & benchmarking.



ENGAGEMENT DELIVERABLES

- Time Definite Engagement
- Supplemental Knowledge Inputs from Service Portfolio
- World Class System Design not Merely Conformance to any Standard

OUR BUSINESS ATTRIBUTES

- Knowledge Sharing
- Value Creation
- Engagement Sustenance
- Engagement Resilience
- Consulting Reliability

CLIENTELE SEGMENTS

- General Engineering Manufacturing
- Automobile Manufacturing
- Agriculture & Agro-chemical Manufacturing
- Pharmaceutical Manufacturing
- Health Care & Diagnostic Laboratories
- Hospitality
- Food Processing
- Real Estate & Construction
- Entertainment & Publication
- Logistics & Supply Management
- Education & Management Institutes
- Web Management & IT Solutions
- Apparel & Garments
- Public Sector Organizations
- Government Organizations
- Non-government Organizations

PERQUISITE

Brand management as our fourth vertical supports a business entity to penetrate into the chosen market segment & lives with a great sense of being. This includes website management, brand vehicles such as corporate brochure design, logo design, web marketing & corporate displays et al.

PRACTICE



ISO POST CERTIFICATION CONDUCT :

PROUD OF YOUR ORGANIZATION ACHIEVING ISO 9001:2000 OR ISO 14001:2004 :

Certification, you now want to communicate this success to the market place. The following guidelines from ISO will help you to apply good practice in publicizing, communicating and promoting your certification to stakeholders, including staff, customers and business partners, and to the general public. These guidelines will prove useful in preparing promotional and communication material such as press releases, advertisements, marketing brochures, videos, staff announcements, logos, slogans and

catch lines for diverse media ranging from print and broadcasting, to Internet and multi-media applications, to product labels, signs, banners, vehicle fleets and so on.

- Don't use ISO's logo.
- Don't adapt or modify ISO's logo for your use.
- If you want to use a logo, ask your certification body for permission to use its logo.
- If your organization is certified to ISO 9001:2000, use the full designation (not just "ISO 9001").
- If your organization is certified to ISO 14001:2004, use the full designation (not just "ISO 14001").
- Replace use of the generic terms "ISO 9000 certification" and "certification" and "ISO 14001:2004 certification".
- In the ISO 9001:2000 and ISO 14001:2004 contexts, "certified" (and in meaning and you can use either term.
- Don't say your organization has been "accredited".
- Don't use "ISO certified", or "ISO certification". Use instead "ISO 9001:2000 certified", "ISO 9001:2000 certification", "ISO 14001:2004 certified", or "ISO 14001:2004 certification".
- Don't display ISO 9001:2000 or ISO 14001:2004 certification marks of conformity on products, product labels, or product packaging, or in any way that may be interpreted as denoting product conformity.
- Don't give the impression in any context that ISO 9001:2000 or ISO 14001:2004 certifications are product certifications or product guarantees.
- When including a reference to ISO 9001:2000 or ISO 14001:2004 certifications in product-related information, including advertisements, do not do so in such a way that ISO 9001:2000 or ISO 14001:2004 certifications may be interpreted as being product certifications or product guarantees.

Be accurate and precise about the scope (the extent) of your organization's ISO 9001:2000 or ISO 14001:2004 certifications, as far as both the activities and geographical locations covered by the certifications are concerned.



HENRY FAYOL THE FATHER OF MODERN MANAGEMENT: Henri Fayol (born 1841 in Istanbul; died 1925 in Paris) was a French Management theorist. Fayol graduated from the mining academy of St. Etienne (École des Mines de Saint-Étienne) in 1860. The nineteen-year old engineer started at the mining company Compagnie de Commentry-Fourchambeau-Decazeville, ultimately became the managing director from 1888 to 1918. Based largely on his own management experience, Fayol developed the concept - 14 Principles of Administration. These fourteen principles later became the bible of modern management theories.

OUTLINE OF FOURTEEN PRINCIPLES:

1. **Division of Work:-** Specialization encourages continuous improvement in skills and the development of improvements in methods.
2. **Authority/Responsibility Matrix:-** Clear role definitions of individuals with clarity of purpose in their duties and powers.
3. **Discipline:-** Discipline should be key and followed from Top Line Managers to Workers.
4. **Unity of Command:-** Each employee has one and only one boss and there should be no conflicting lines of command.
5. **Unity of Direction:-** People working towards to a single purpose should essentially work towards a single plan. Unity of Command is not possible without Unity of Direction.
6. **Subordination of Individual Interests:-** When at work, only work things should be pursued or thought about. Individual interest should always be ranked lower to Organizational Objectives.
7. **Remuneration:-** Compensation is a very important motivating factor. Employees should always receive fair payment for services, not what the company can get away with. Remuneration Policy should be flexible.
8. **Centralization/Decentralization:-**The authority to command any change in system should be rested with Top Management or Delegated to any level should be decided on the basis of the industry and quality of personnel in the organization.
9. **Scalar Chain (line of authority) :-** A hierarchy is absolutely necessary for unity of direction. Communication should always flow from top to bottom and scalar or horizontal communication should also be possible as long as it is carried out with information to the superior. Scalar Chain depicts the different levels of hierarchy.
10. **Order:-** Both material and personnel order are necessary. Material order is obtained through proper systems and personnel order through proper selection and orientation.
11. **Equity:-** Equality of treatment is necessary but not necessarily identical treatment. In running a business a combination of kindness and justice is absolutely essential.
12. **Security of Tenure:-** Employee effectiveness increases with job security and assured career progress. Limited turnover of personnel and lifetime employment for good workers should be followed.
13. **Initiative:-** Allowing people to show of their initiative in some way or other is a great source of strength to the Organization. "Thinking out a plan and do what it takes to make it happen" Culture should be developed.

ESPRIT DE CORPS:- Harmony, cohesion among personnel is quintessential for organizational growth. Fayol stated that for promoting esprit de corps, the principle of unity of command should be observed and the dangers of divide and rule and the abuse of written communication should be avoided.

P E R I S C O P E

PERFORMANCE



PANACEA : SIX SIGMA (6-): Six Sigma is a well-organized, fact driven approach to improve product and process quality. Six Sigma is a brain child of Motorola Corporation. Management Guru Jack Welch relentlessly pioneered this concept in GE and gave a global focus to this management strategy.

Six Sigma Synopsis: The quality in simple terms is defined as the ability of a product to conform within the established standards. While a company can deliver a good quality product made using an inefficient process, it comes at a very high cost. An ineffective process will generate an unacceptably high number of defects and produce them with a level of variation that hinders

the ability to predict process performance. The following chart shows the defects per million and cost of poor quality at various sigma levels.

As the chart indicates, In Six Sigma variations are extremely low at 3.4 defects per million. At Six Sigma, the company enjoys a unique advantage of delivering very high levels of quality at dramatically lower costs. Six Sigma is the stepping stone of Zero Defect Concept.

| Level | Defects in PPM | Defect Cost |
|-------|----------------|------------------|
| 2 | 308,537 | Not Applicable |
| 3 | 66,807 | 25%-40% of sales |
| 4 | 6,210 | 15%-25% of sales |
| 5 | 233 | 5%-15% of sales |
| 6 | 3.4 | < 1% of sales |

SIX SIGMA IMPLEMENTATION STRATEGY: Implementation of Six Sigma involves an acronym called DMAIC. DMAIC stands for five interconnected phases Define, Measure, Analyze, Improve, and Control.

Define: In this stage the Six Sigma team formulates a clear definition of the process sponsor expectations and issues, as well as, the scope of the overall project. This phase requires the team to perform the following:

- Define the process to be improved by mapping the process flow in details
- Capture clearly the expectations of the process sponsor
- Define project milestones

MEASURE: This stage requires the Six Sigma team to capture the essential systems related to delivery process data. The team should use the internal audit management capabilities in their quality management system to audit the order-to-delivery process to better understand key issues. The data collected from various systems form the baseline for the process performance and help focus on key issues. The baseline metrics also enable the team to quantify the improvements made to the order-to-delivery process at the end of the DMAIC phases. The key steps in the phase include:

- Develop a data collection plan for the order-to-delivery process
- Collect data from many sources (systems and audits) to determine issues and core process metrics

ANALYZE: This stage requires the Six Sigma team to analyze the data collected to determine the root causes of issues and identify opportunities for improvement. Key steps in this phase include:

- Identify gaps between process expectations and realities
- Ishikawa Analysis to find root causes
- CAPA Charts for need based action

IMPROVE: In this stage, the Six Sigma team imparts the improvements to fix the problems and prevent them from occurring in future. Six Sigma team uses the quality management system to closely track the open corrective actions and to ensure that they are successfully implemented. The team also uses the quality management system for document

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change control to ensure the new operating procedures and other documents are in use. The steps in this phase include:

Formulate and deploy implementation plan

Create an environment for improvements through the modification of processes and structures (staffing, training, incentives)

Implement document change control to ensure that new process changes are followed

CONTROL: In this phase, the Six Sigma team ensures that there are controls in place to keep the improved process on the new system. The quality management system allows the team to audit the order-to-delivery process to ensure the improvements have taken hold to prevent the process from reverting back to the "old way". The key steps in this phase include:

Create the documentation and implementation of an ongoing monitoring plan

Perform process audits to ensure improvements are here to stay.

Using DMAIC, supported by an enterprise-wide quality management system, a company can streamline their order-to-delivery process and reap its rich rewards.

PERQUISITE



BRAND MANAGEMENT: Brand: A brand is a name, term, sign, symbol, design or combination of those. Brand derived from Old Norse word "brandr" which means to burn.

More than a name or symbol:- People speaking informally about brand often use the term to mean the name or symbol of a company. While this shorthand is convenient, it misses an important truth. A brand is at least two things: a name and a perception of what the name means.

Symbols do not represent brands directly; instead, symbols call to mind the name of a brand which in turn calls to mind an associated perception. Most brand names and symbols can be converted to property by applying to a government to establish trademark ownership; once the government approves a trademark application, a trademark owner may prevent other people from using the trademark without permission.

CREATING A GREAT CUSTOMER EXPERIENCE:- Of course, perception of a brand does not arise on its own. Rather, it grows out of experience with a product. Here, product is used in a broad sense incorporating the results of many activities commonly associated with marketing. Likewise, experience means here any point at which contact is made with a potential customer.

MEASURING BRAND:- An important aspect of managing a brand is measuring it. The diagram contains a section on measuring brands. People who understand brand development often disagree on how to describe and measure it, and experts often use different terms. Generally proposed three terms: position, reach, and reputation. These three dimensions seem to cover the subject as simply as possible.

TYPES OF BRANDING

Generic Branding Xerox, Bisleri

Manufacturers Branding Coca Cola

Private Branding Goods branded my Shoppers Stop

Family Branding Kissan

Individual Branding Dove from Unilever.