TOPIC; Quality Control in Operations and Supply Chain Management

Description

As a business analyst skilled in the area of operational excellence, you are hired by a company to compile a detailed case study analysis of a quality control product failure that resulted in a significant public relations disaster for a company. For this assignment, choose a company that had a catastrophic product failure that resulted in a public relations nightmare for the company due to product failure seriousness, poor response, and insufficient communication. You will analyze what went wrong with the product, the success, and failures of the company’s response, and then you will suggest a detailed plan to ensure limit future breaches in quality, as well as suggest a plan to address any future quality issues in a positive way. Your audience for this presentation will be the board of directors, which includes, for purposes of this assignment, those responsible for investigating, launching, and managing product recalls.  Your presentation should include the following: A List of key, relevant issues related to the product recall, including, near-term and long-term negative impact. Discussion of findings related to current or past service/ recall practices leading to the current situation. The company’s response to the product failure (e.g., delayed recall, insufficient response, lack of communication). Recommendation for leveraging Information Technology personnel and resources to improve the recall process. Recommendations for improving operations and supply chain management independent of IT operations using a quality management system, such as Six Sigma or another system. Be sure to introduce the system to the board and explain how it might prevent future issues. Timeline for completing the next steps toward an improved recall process. Length: 10-15 pages (excluding the cover sheet, title page, and references) giving a complete analysis of the issue, failures, and how to incorporate quality systems to ensure recalls becoming less necessary. Ensure you cover what to do should a quality issue get into the market. References:  Include a minimum of 10 scholarly resources within the last 5 years on quality management, past recall failures and successes, recall planning. The majority should be from peer-reviewed journals.