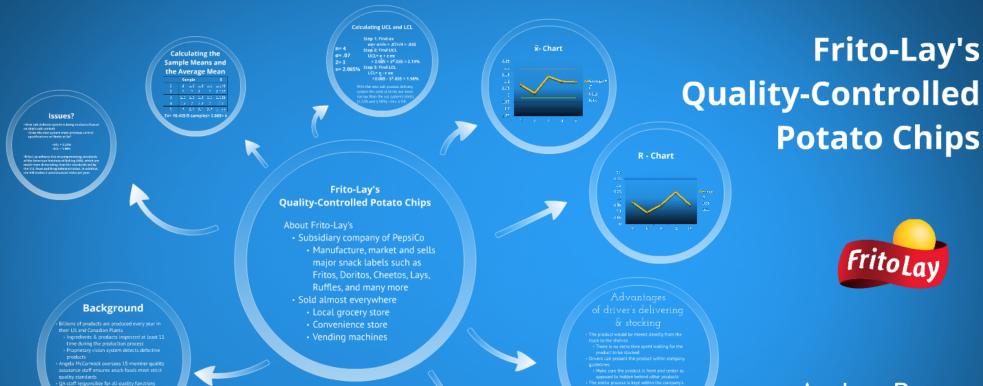
## The Case Solutions.com





Why is Quality Control Critical

 Consumers want the great same taste with every experience they have with the product.
 Variation, or one task experience, with the product could deter the customer from anothe purchase.
 Loyal customers expect consistency.

Better quality control preserves the brand :
 move toward the future
 By ensuring the company meets their inter-

 By ensuring the company meets their internal qualit control guidelines, they are confirming they follow the strict AIB standards during random audits Disadvantages of driver's delivering & stocking

laving the drivers stock the shelves will require extra time and in turn additional cost

Due to extra time spent to stock the shelves, Frito-Lay may need to hire additional drivers to compensate for the time lost another increase in cost Amber Bean
Landis Ford
Barry Leung
Katherine Penne
Kaitlyn Thibodeau

## The Case Solutions.com



**Barry Leung** 

Landis Ford

Katherine Penne Kaitlyn Thibodeau

# Frito-Lay's Quality-Controlled Potato Chips

#### About Frito-Lay's

- Subsidiary company of PepsiCo
  - Manufacture, market and sells major snack labels such as Fritos, Doritos, Cheetos, Lays, Ruffles, and many more
- Sold almost everywhere
  - Local grocery store
  - Convenience store
  - Vending machines

## **Background**

- Billions of products are produced every year in their US and Canadian Plants
  - Ingredients & products inspected at least 11 time during the production process
  - Proprietary vision system detects defective products
- Angela McCormack oversees 15-member quality assurance staff ensures snack foods meet strict quality standards
- QA staff responsible for all quality functions
  - Employee training, monitoring automated processes, tracking customer complaints, and updating SPC charts

### Issues?

- New salt delivery system is being evaluated based on chip's salt content
  - •Does the new system meet previous control specifications w/ limits at 3σ?

•UCL = 2.22%

•LCL = 1.98%

•Frito-Lay adheres the uncompromising standards of the American Institute of Baking (AIB), which are much more demanding than the standards set by the U.S. Food and Drug Administration. In addition, the AIB makes 2 unannounced visits per year.

## The Case Solutions.com



**Barry Leung** 

Landis Ford

Katherine Penne Kaitlyn Thibodeau