

BRUYNZEEL KEUKENS: MASTERING COMPLEXITY

INTRODUCTION

Bruynzeel Keukens is one of the major kitchen manufacturers in the Netherlands which suffered from various operational problems caused by the nature of its production workflow. The case looks at the ways in which it was able to overcome these challenges to stay profitable and as market leaders.

CHALLENGES FACED

To overcome these challenges Bruynzeel Keukens introduced a set of tactical measures that focus on making processes more efficient and on the use of information technologies . C I, one of the key solutions was that lean manufacturing was implemented The choice of lean manufacturing was resolute.

RESULTS AND BENEFITS

The strategic interventions brought the following consequences. These lead times were reduced by nearly 50% finally letting the company respond better to the customer needs. This created cost control through reductions in waste components and efficiency in utilization of labour and materials.

CONCLUSION

Through lean manufacturing and IT integration, the Bruynzeel Keukens was able to transcend the operational complexity to maturity. Particularly, the case outlines the need to embark on efficient methods to address manufacturing difficulties in the kitchen manufacturing industry, and sustain a competitive edge. To learn more, please go to www.thecasesolutions.com.

RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit thecasesolution.com for detailed analysis and more case studies.