Work Content Estimation & Manpower Optimization (Marketing operations)



-IE study of manpower in marketing/sales & service activities -Department wise manpower study in Marketing area -Obtain required data for wage settlement discussions

PMI's Approach

- -Prepared formats for data collection
- -Identification of locations to conduct On-site study
- -Data Collection (video shooting/observation) from various sites
- -Analysis of repetitive/non-repetitive, VA/NVA, etc. activities

Results_

-Work content with master activity sheet - helps calculate manpower if activity time changes

-Process improvement for optimum manpower utilization -With existing setup - Productivity improved by 20% &

Manpower reduced by 15%

-With recommended setup - Productivity improved by 60% & Manpower reduced by 35%



*Data shown here has been modified to protect client confidentiality



Key Points

-Productivity Improvement by 60%

-Manpower of 300 nos. studied across India







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