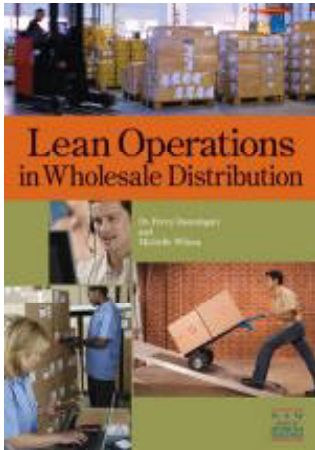


Special Member Price on Distributor "Lean Operations" Manual

NAW has recently published a book that is especially significant in these challenging economic times - and RVAA members can purchase this volume for a special "members only" price of \$99 (the book retails for \$120 for NAW non-members).

Description



Does lean apply to the wholesale distribution industry? Absolutely yes! The wholesale distribution industry has always tried to be at the leading edge of technological innovation. However, technology, at best, will keep an industry at par with national averages. To excel and exceed national averages, the application of technology must be supplemented with innovation in processes—that is, with the application of business and lean principles.

Lean doesn't happen by itself; it happens by design. This book discusses the steps wholesaler-distributors must take to design and manage a lean culture. Specifically, it deals with one lucrative area for distributors: Operations, which includes all aspects of the order processing system—from the time you seek an order, to order entry, and all the way through to delivery of products and services.

This book, with its 70 detailed exhibits, provides a solid foundation for understanding lean and offers a starting point for applying continuous process improvement throughout your firm—one area at a time. Lean is not a destination; it's a journey. Use this book on your journey to reshaping your business landscape.

What Readers Are Saying...

"Overall, this is a critical subject if distributors are to lift their games in an evermore competitive world economy. Our company's experience in the area of integrated supply would suggest that Dr. Daneshgari's work will provide meaningful insights for all involved parties." — Mark W. Kramer, President and CEO, Laird Plastics

How to Order...

To order and pay the special RVAA member \$99 rate, go to:

www.naw.org/leanops

or call NAW at 202.872.0885.

A Special Executive Summary of this books is available on page 2 of this RVAAHQ Bulletin.

RVAAHQ Bulletin is a publication of:

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LEAN OPS MANUAL FROM NAW (page 2)

Executive Summary

Almost everything around us—everything we see, touch, and use—has been designed and developed by people. And it's all been designed to be used in a specific way. We expect a car to provide transportation, and it does exactly that. We expect a clock to keep time, and it keeps time. We understand that human intervention makes these things possible; we know that without us, none of it would work. But when it comes to business processes—the steps necessary to design, build, and distribute the things we see and use every day—we often expect them to happen by themselves.

This is where lean principles can help. Lean and an optimized supply chain begin with well-designed processes driven by customers' buying and usage habits. Each process starts with the customer and works back through the entire channel to provide the lowest usage cost to the customer and the highest profits to channel members. Lean doesn't happen by itself; it happens by design. And the design phase begins by optimizing the wholesaler-distributor's operations from the customer's perspective, then optimizing the rest of the channel from the same perspective.

This book examines lessons learned in other industries as they underwent the transformation to lean and applies those lessons to wholesale distribution. It discusses the steps a wholesaler-distributor must take to design and manage a lean culture. Specifically, it deals with a lucrative area for distributors: operations, which includes all aspects of the order processing system—from warehousing to order production to delivery.

Chapters 1 through 4 lay the groundwork, explaining what lean is, why it is important, and how distributors can apply lean strategies in their businesses. Chapters 5 through 7 present case studies of companies that have used lean strategies to improve operations. Additional sources of information are included in the appendixes, glossary, and references and resources at the end of the book.

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Also included for your reference are the results of an exclusive survey conducted by the NAW Institute for Distribution Excellence and MCA, Inc. specifically for this book (chapter 8). We surveyed wholesaler-distributors to gauge their familiarity with lean and to measure some key performance indicators for the industry as a whole.

At a glance, this book offers:

Chapter 1

This chapter answers the question: What is lean?

At its core, lean is about continuous improvement; it's about striving to improve all aspects of your business—every process you adhere to, every procedure you undertake. This involves eliminating waste in your company, reducing errors, and thereby adding value to the products and services you, as a distributor, provide. Chapter 1 lays the groundwork for lean by introducing the fundamental principles of system design, team technology, and process models used to create a lean culture.

Chapter 2

This chapter answers the question: Why is lean important?

Lean is important because it helps you become a better-run distribution company by eliminating waste, reducing errors, and adding value. But lean is not a onetime application of processes and procedures. The core focus on value, quality, and flow must be fully part of your company culture. Furthermore, a lean distributor requires a lean philosophy of operation that starts at the top with the board of directors and is carried all the way down and across the company. Chapter 2 emphasizes four key elements to a lean strategy: value, quality, process flow, and lean operations.

Chapter 3

This chapter answers the question: Why should I pursue lean?

In its simplest form, a lean process can be described as doing the right things (no waste) in the right way (no errors), so the opportunities come in two primary forms:

- Reducing and eliminating waste
- Reducing and eliminating errors.

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Executive Summary

These two objectives clear the way to adding value, which is your primary goal as a wholesaler-distributor. Chapter 3 discusses the nature and impact of waste and errors in wholesale distribution and describes some of the key measurements and tools distributors can use to pursue lean.

Chapter 4

This chapter answers the question: "How do you apply lean?"

It describes the lean implementation process, focusing on some of the tools that can be used to measure, monitor, and evaluate your existing systems for continuous improvement. In particular, it discusses in detail the Strategic Breakthrough Process Improvement method, which is a strategy for implementing lean in a wholesale distribution company.

Chapters 5, 6, and 7

This portion of the book deals with real-world examples. Chapter 5 is a case study of how a national distributor implemented lean to improve operations.

Chapter 6 examines a regional distributor's lean strategy. Chapter 7 is a case study of how a local distributor implemented lean.

Chapter 8

This section examines the results of a survey conducted by the NAW Institute for Distribution Excellence and MCA, Inc. The survey gauged distributors' understanding of lean and set out to answer these questions:

- What is the status of lean in the wholesale distribution industry today?
- Do distributors understand lean concepts?
- Do they use lean concepts and principles to measure their performance and make improvements to their operations?
- Could the wholesale distribution industry really benefit from implementing lean?

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