

WEBINAR SERIES ON PROFIT LEADERSHIP

The Pandemic that is haunting mankind and economy is unprecedented in the human history paralyzing the entire global wealth. COVID19 is resetting the clock of evolution and re-defining the rules of running any business. While whole of mankind is clueless to think of a revival strategy, there is hope for those who can challenge their organisational DNA by questioning the business value stream one step at a time.

All India Plastic Manufacturers Association of India (AIPMA) in collaboration with SSA Business Solutions (SSA) put together this webinar series. This was the chance to seek insights from experts into how you can systematically & scientifically rewire your entire business to attain a new normal and a guaranteed brighter tomorrow.

OUR TARGET AUDIENCE:

- Success-oriented Business Owners
- CXOs, Directors working towards Business Strategies
- Functional Heads and Functional Managers

WEBINAR TOPIC AND SCHEDULE

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| Role of leadership to drive profitability | 14th May 2020 |
| Inventory cost optimization | 19th May 2020 |
| Manufacturing conversion cost optimization | 21th May 2020 |
| Material cost optimization | 26th May 2020 |
| Defect elimination – cost of poor quality | 28th May 2020 |

ROLE OF LEADERSHIP TO DRIVE PROFITABILITY. – This was the 1st of a 5 session webinar series, that was launched on Profit Leadership on 14th May, 2020. The program was created to understand and develop short term recovery strategy for a quick fix and long term sustenance strategy The attitude the business owners should have and the role they will play in terms of recovery of the industry in the next one year. Also to create an action plan for negotiating post COVID 19 scenario for achieving financial results, for taking the advantage of new emerging opportunities and also of trade shifting from China to India.

INVENTORY COST OPTIMIZATION – Our second session was on 19th May, 2020. During this session the attendees learnt about the impact of working capital on profitability and how to develop strategy for optimizing working capital through cash flow management as well as emerging approach on inventory management. They elaborated as to how there will not be enough liquid cash. The Business owners will have to find a way to balance the Inventory and keep up the delivery to customers on time. Demand driven material required planning is the emerging methodology that is coming up and giving substantial leverage on Inventory management systems.

MANUFACTURING CONVERSION COST OPTIMIZATION – on 21st May, 2020 was our 3rd successful session. In this session, people understood how to create Short term and long term strategic plan and identify initiatives for optimizing manufacturing conversion cost in order to improve profitability. MSMEs will find it difficult to sustain and will face a tough time in the year ahead. During the session they gave multiple case studies and ideas on how the Plastic Industry can optimise manufacturing conversion cost.

MATERIAL COST OPTIMIZATION – 26th May, 2020 was the day of the 4th session. Here again the attendees learnt about optimizing direct and indirect material cost through design optimization and value engineering in product and processes. How material accountability can improve, how material utilisation can improve and various techniques available in terms of material productivity. The attendees were shown some of the techniques and methods of how to optimise material cost which decides the ultimate profitability.

DEFECT ELIMINATION – COST OF POOR QUALITY – the Last in the series was on 28th May, 2020. It explained Identification of Profit leakages due to rejects, rework and customer return and how to optimize cost of poor quality by developing strategy for zero defect manufacturing processes. Various rejections and customer returns which affect profitability and further result in loss of reputation of the Company was explained. Indian Companies can look forward to better opportunities from the developed world, but quality defects will become a deterrent for us to deal with the developed countries.

Mr NC Narayanan further explained how we should focus on the quality of our product to avoid affecting the reputation and future prospects of the business.

SPEAKERS:

- NC Narayanan: Founder Chairman, SSA Group
- Ganesh Iyer: Vice Chairman, SSA Group
- Vijay Dhonde: CEO, SSA APAC
- Naveen Narayanan: Managing Director, SSA International LLC

OVERALL TAKEAWAYS FROM THE SERIES:

- Tap potential opportunities that could emerge for India
- Decode the possibility to stay profitable
- Understand the profit drivers
- Concept of profit leakages
- Develop short term recovery strategies and long-term sustenance strategies

Each of our above mentioned sessions had an attendance of over a hundred participants. Every session ended with Questions that were answered by our panellists. A lot of interest was generated during this program, requests to take it forward beyond the webinar and to conduct training sessions and handholding was requested by participants. Hence it was decided by our

esteemed Managing Committee Members to take this further and help the Plastics Industry.

THE WAY FORWARD –

Training modules covering the tools & techniques to empower our industry members regarding “How to implement Cost Optimisation?” covered so far in the Profit Leadership trainings.

In order to Handhold industry members to find root causes of Profit leakages and solution implementation, AIPMA in collaboration with SSA shall extend coaching and mentoring part of the above training.

There are Industry members who have already approached AIPMA for consulting support. AIPMA along with SSA shall design & propose various consulting models to suit the size of industry which can be chosen by the entrepreneurs. For micro and small industries, a suitable cluster shall be designed to support these industries at an affordable budget with possibility of government funding.