



ICT FOR SMEs

Improving Productivity



Application of ICT in Production and Marketing

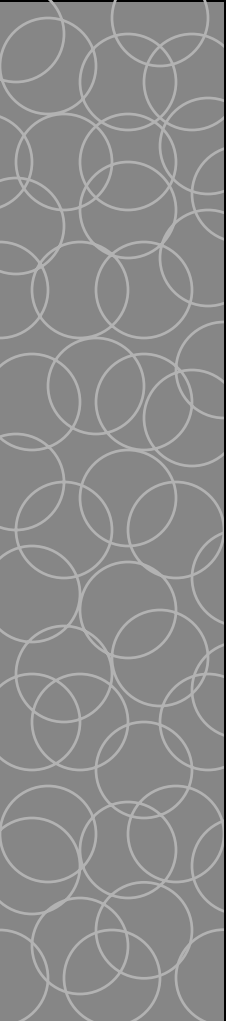

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Subject Objective

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- ◆ Raise awareness on how ICT can be applied in production of goods and services
 - ◆ To share practical experiences
 - ◆ To increase understanding opportunities brought about by ICTs.
 - ◆ To share strategies on effective use of ICTs
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Business Objective



◆ Making Profit

- Maximizing

- ◆ Sales

- ◆ Prices

- Minimizing

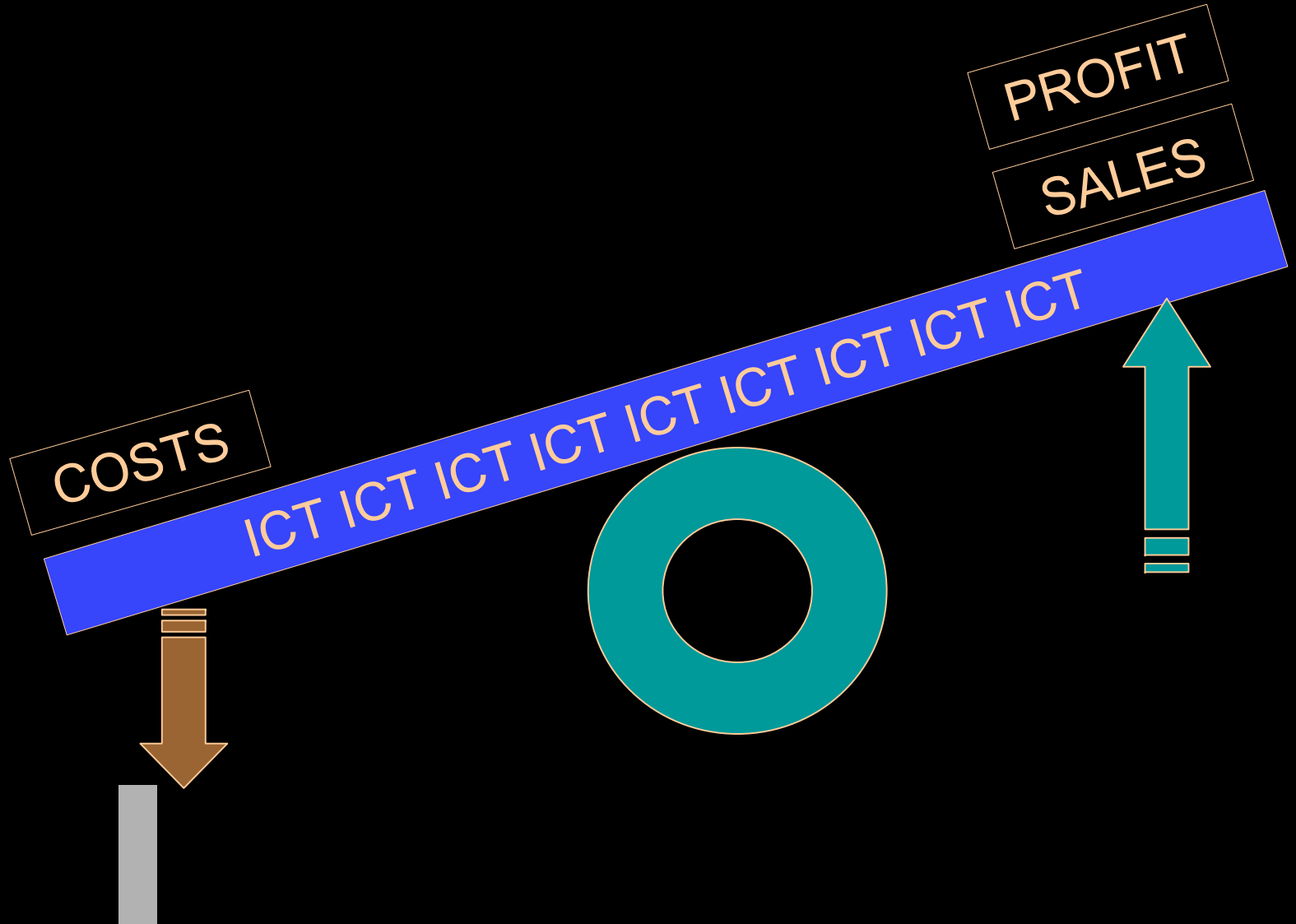
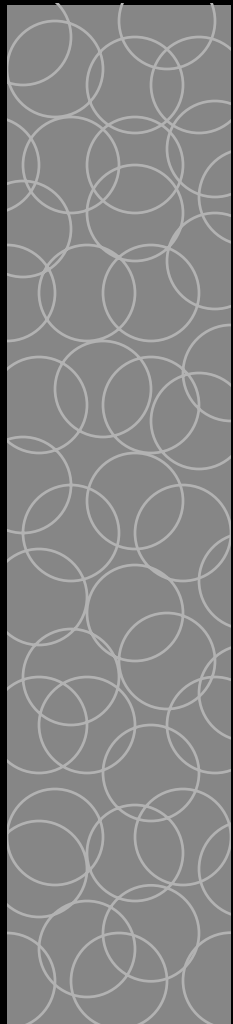
- ◆ Costs

- Materials, consumables, labour, overheads

- ◆ Customer turnover

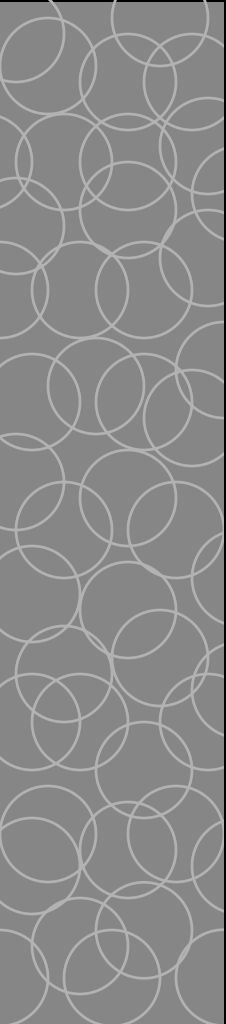


....Business Objectives






How ICT for Production

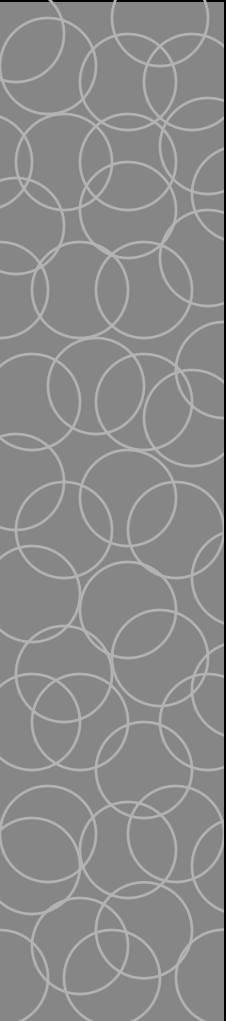



To optimise various resources in the company, the resources include: -

- ◆ **Manpower**; by reducing time it takes to design and produce a product hence reduced labour cost;
 - ◆ **Optimisation of inputs**; because estimates are first made in the computer to minimize wastes;
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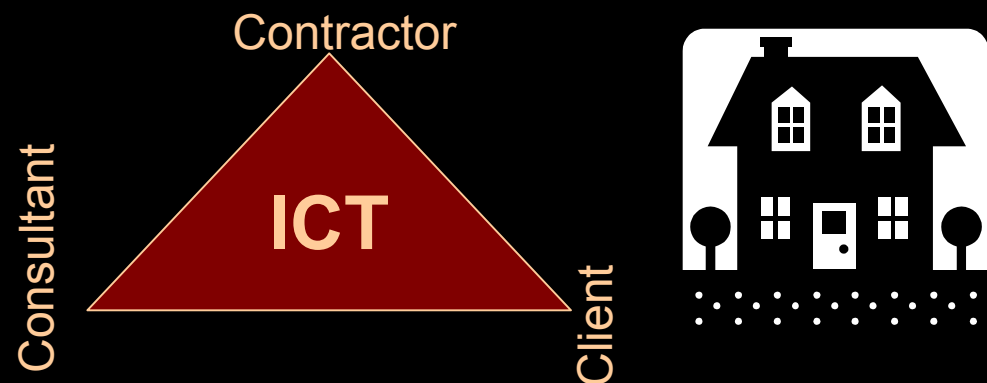


...How ICT for Production

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- ◆ **Reducing product design cycle;** to catch up with market trends/demand;
 - ◆ **Enhances precision;** in product design;
 - ◆ **Helps in quality control;** improves product image of usability
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....How ICT for Production

- ◆ Helps in communication between
 - Design section the assembly line
 - Designer and suppliers of inputs
 - Designer and peers for proof of design



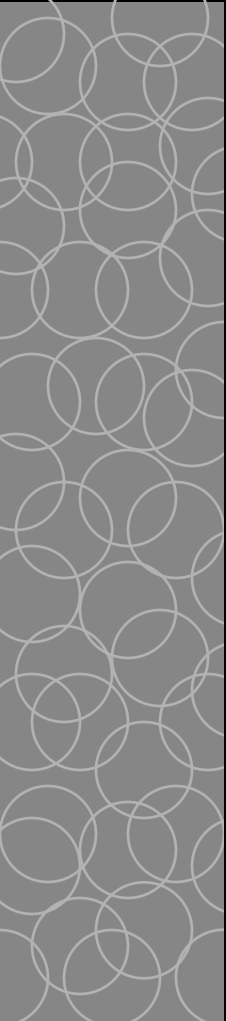



In Brief, ICT can be Used in the Following Activities

- ◆ Product Design;
 - ◆ Production Planning;
 - ◆ Production Management; and
 - ◆ Quality Control
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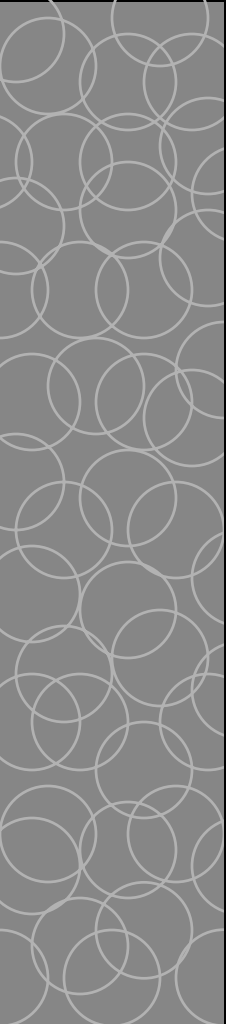



ICT for Design

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- ◆ Can help to shape overall concept – sketching
 - ◆ Eases estimation of measurements –
 - Size (using ratios, grids, area, etc.)
 - Volume and packaging requirements

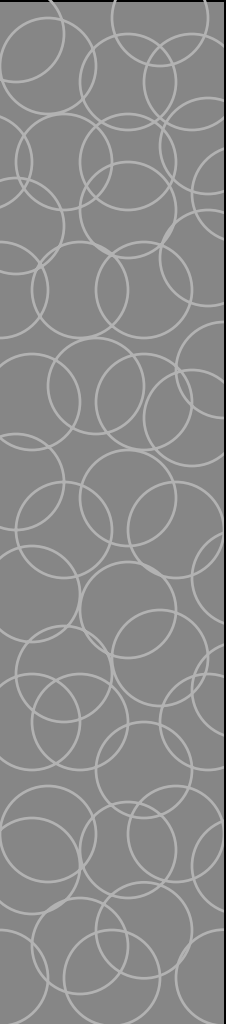



....ICT for Design

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- ◆ Planning for inputs and their utilisation (raw materials, accessories, parts, consumables, etc.)
 - ◆ Visualising appearance – colour and patterns, texture, etc.
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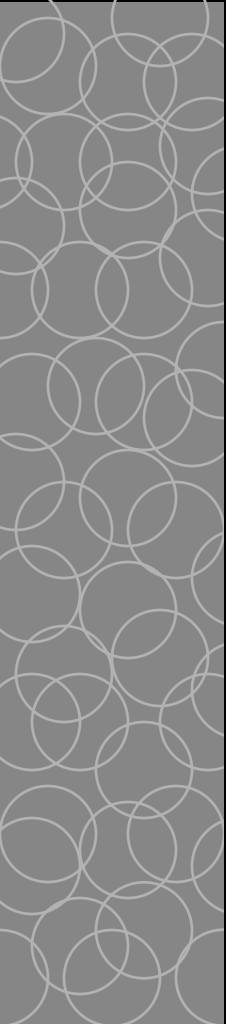



ICT for Production Planning

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- ◆ Production flow - sequencing of activities;
 - E.g. using SmartDraw
 - ◆ Timing of production activities;
 - ◆ Outsourcing plan for products/services not available in-house
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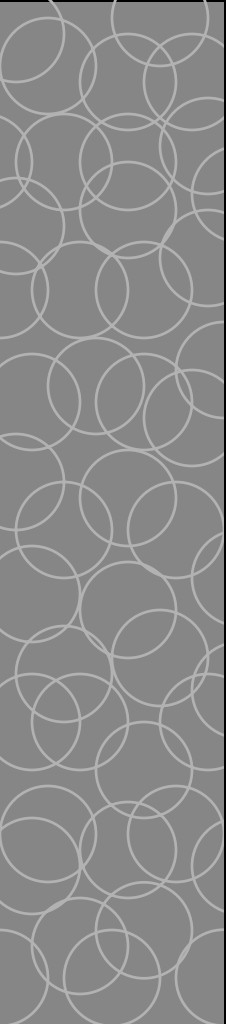



Production Management

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- ◆ Comparison of plan/benchmarks and actual situation which leads to
 - Refine production targets -> communicate to clients and suppliers;
 - Capture changes in cost - > review working capital;
 - Understand workers efficiency - > re-organize, train or replace staff
- 





Useful Applications

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- ◆ Depending on competency of the staff, most Basic MS Office packages can help as follows: -
 - MS Publisher – its designed for desktop publishing, its has good design features for flyers, brochures, banners, etc.
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.....Useful Applications

- 
- MS PowerPoint – It is part of MS Office, it is easy to use but has limited capabilities.
 - MS Excel- Good for integration of numeric estimates (money, time, etc), limited capability in design
- 



.....Useful Applications



With Specialised Application

◆ CAD

◆ Project Management





Case of Metal W/Shop

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- ◆ Simplicity
 - ◆ Includes Financial Analysis
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