Building RMA Process for an Electronic Manufacturing Company: A Case Study

Basel Sultan, Industrial and Systems Engineering, MSc Candidate

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Abstract

The Return Merchandise Authorization (RMA) process is instrumental in shaping product quality, enhancing customer satisfaction, and fostering long-term customer loyalty and retention. This research delves into the significance of RMA within the broader context of supply chain process sustainability. Specifically, it focuses on efforts dedicated to building the RMA process within an electronic manufacturing company based in the USA. The study encompasses various aspects of the RMA process enhancement journey, including layout allocation, RMA process flow, and team structure refinement, implementation of Computer-Integrated Manufacturing Systems (CIMS) and SAP integration, as well as the development and dissemination of Standard Operating Procedures (SOP). Additionally, the research investigates capacity analysis to ensure alignment between the bottleneck station's capacity and customer requirements. By scrutinizing these key elements, this paper provides valuable insights into the strategic initiatives undertaken to elevate the efficiency and effectiveness of the RMA process, ultimately contributing to the company's overall operational excellence and customer satisfaction metrics. This thesis also offers recommendations and suggestions for future work for the company.