

## Executive Summary

This report provides an analysis of the identified problems that affect the workflow of the teams within Crystal Fountains Inc. and suggests recommendations that can enable the company to offer flexibility to its clients while managing the workflow of its teams efficiently.

Methods of analysis include root cause analysis, problem identification and process mapping; the data generated through the client interviews were used as the input for these analyses. The data analysis results show that the major pain point affecting Crystal's teams is the customers requesting design changes after the PO is signed and the order is placed. The following pain points were also identified during the analyses:

- High customer turnaround time
- Involvement of too many stakeholders (representing the client) in a single project
- Multiple iterations made by these stakeholders
- High turnaround time

The report finds opportunities for the company if it offers flexibility to its customers and has a robust way of managing the workflow of teams within the company.

Recommendations discussed include:

1. Process flowchart
2. Redefining the need
3. Advertising and marketing flexibility
4. Dynamic pricing model
5. Conveying the delays clearly

The authors of the report acknowledge the fact that the analysis conducted has limitations. Some of the limitations include:

- Limited knowledge about the company
- Limited availability of data (due to limited number of meetings)
- Limited perspectives (the meetings didn't have more people from the company)