



# Slim Mother Fried Chicken

*Since 2018*

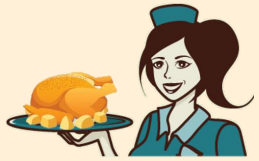
## Group 1

107034535 王婉瑜

107034540 韋怡婷

107034543 楊韻玄

107034545 王端磊

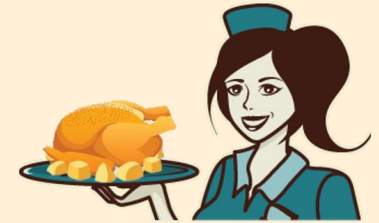


## About us

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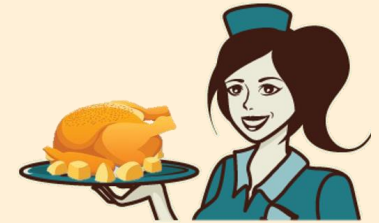
S-MFC, also known as Slim Mother Fried Chicken, is a Taiwanese fast food restaurant chain that specializes in fried chicken.

Slim Mother is a newly developing fried chicken restaurant in Taiwan. Its headquarters is located in Hsinchu, and it has two branches in Chiayi and Tainan.



## **Background Introduction**

Slim Mother Fried Chicken dedicates to deliver the freshest chicken to our customers. We used to get a lot of complaints about waiting too long, so we decide to improve our production processes by using DMAIC method and simulation.

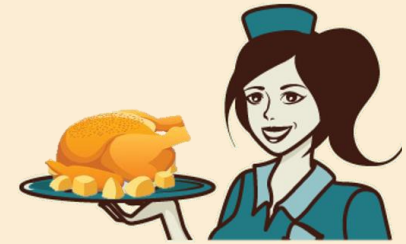


## **Motivation-5W1H**

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<b>What</b>	Too long waiting time
<b>When</b>	Get order
<b>Who</b>	Slim mother & customer
<b>Where</b>	Headquarter & branches
<b>Why</b>	increase customer satisfaction
<b>How</b>	BPR

# As-Is Operation Process

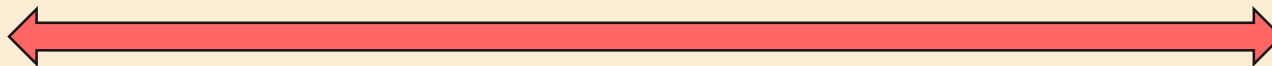
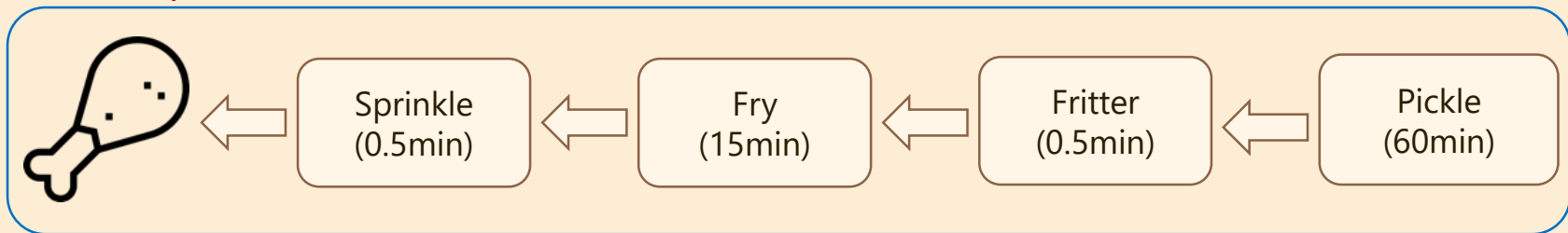


In company



transport

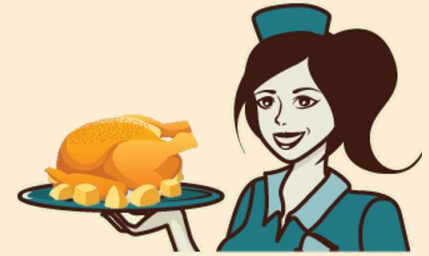
In shop



**Waiting time is too long for customer after ordering (mean : 25mins)**

# Outline

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1 DMAIC Method

2 Innovation

3 Conclusion

4 Website Demonstration



# 1. DMAIC Method

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Slim Mother Fried Chicken

# DMAIC Method – Problem Definition

- Long waiting time
- Low customer satisfaction
- Insufficient Capacity
- Unstable Quality
- Trivial workload for staff
- Low Reachability





# Business Benchmarking

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**15mins**

(every purchase)

**KFC(肯德基)**

**20mins**

(every purchase)

**胖老爹**

**25.5mins**

(every purchase)

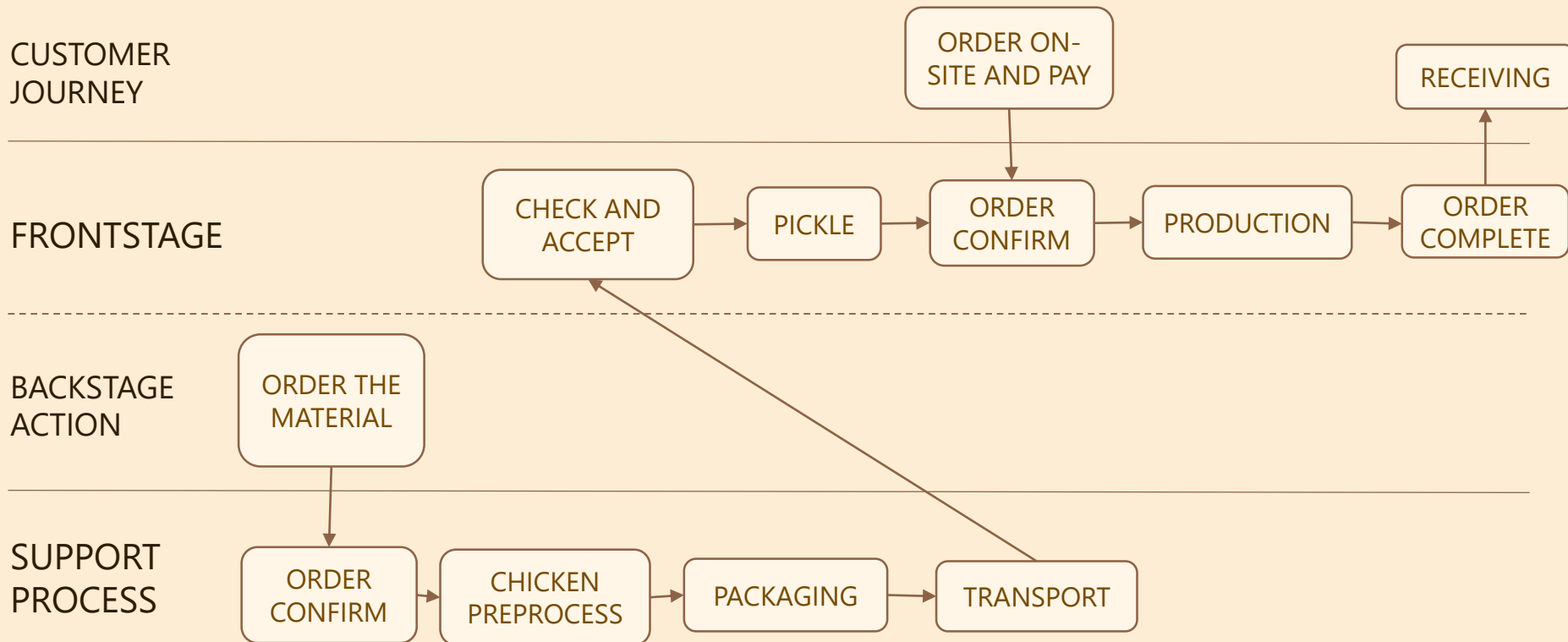
**SMF(瘦老媽)**

▲ Average waiting time

# DMAIC Method – Measure

By Service Blueprinting (As-Is

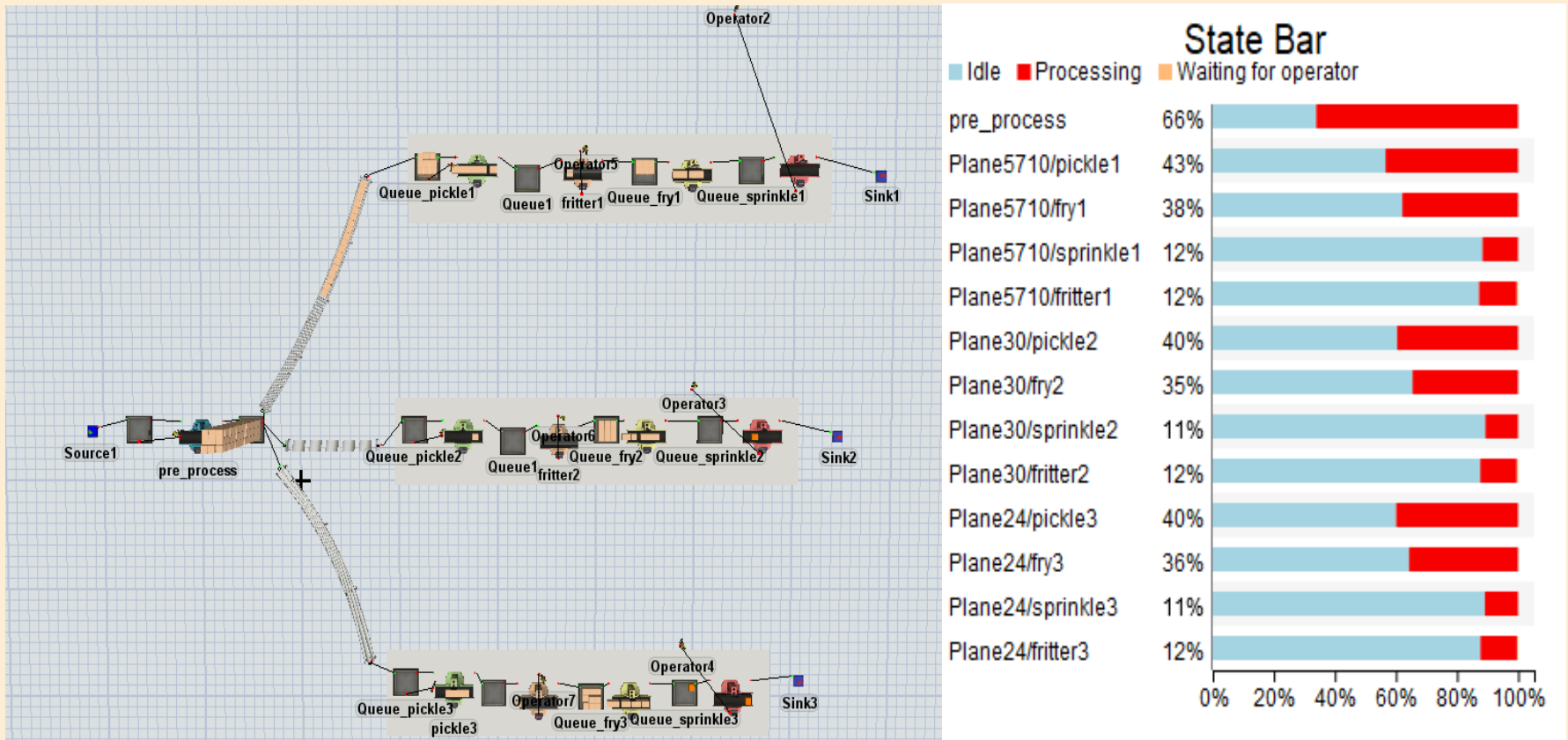
Model)



# DMAIC Method – Measure(As-is Parameters)

unit : min	arrival	Batch size	Process time	Maximum capacity	Cumulative quantity	speed
Source	600(per ship)	2 ship(per day)				
Pre-process			Normal(30,1)	60		
Queue					300	In company
Transport						0.5(m/min) In shop
Queue					10	
Pickle			Normal(60,2)	40		
Fritter			0.5			
Fry			Normal(15,2)	10		
Sprinkle			0.5			

# DMAIC Method – Measure



# DMAIC Method – Analysis

	<b>Problem</b>	<b>Method</b>
1	Long waiting time	Time analysis(by simulation)
2	Low customer satisfaction	Service blueprinting
3	Insufficient Capacity	Service blueprinting
4	Unstable Quality	Time analysis(by simulation)
5	Trivial workload for staff	Service blueprinting
6.	Low Reachability	Service blueprinting

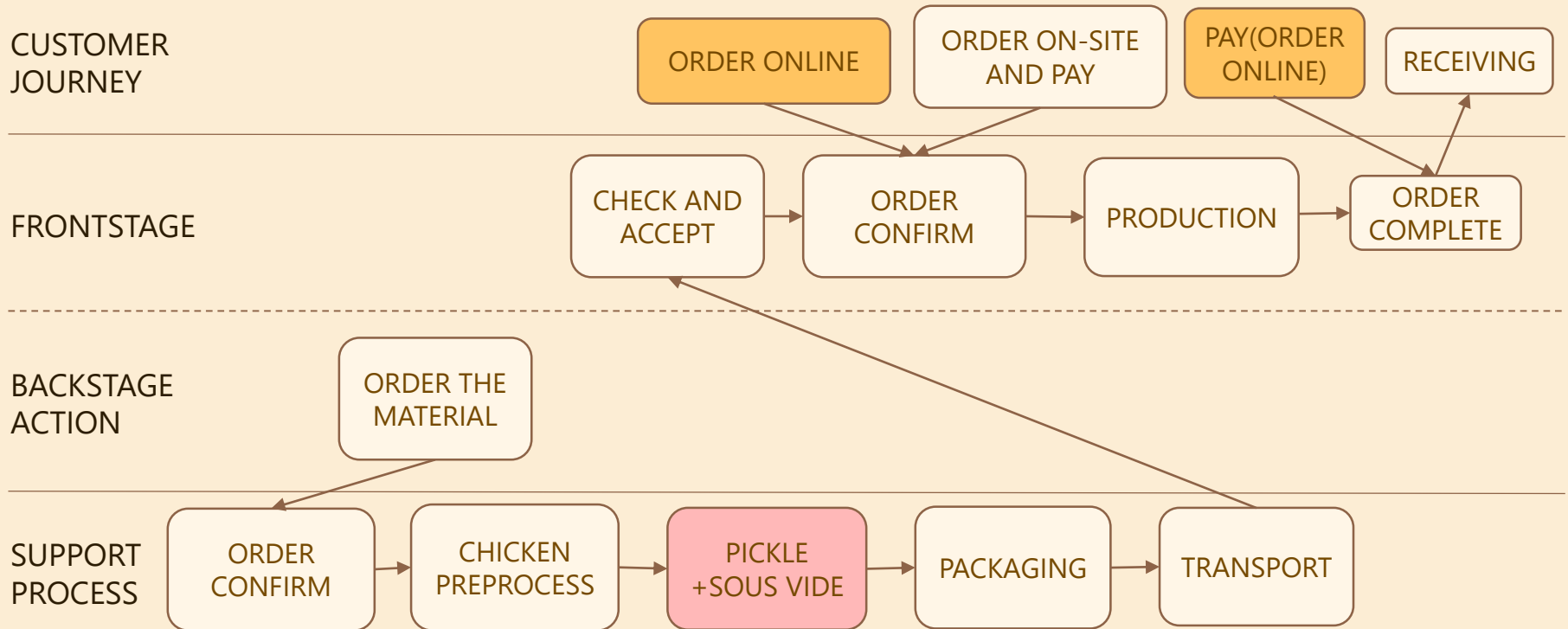
# DMAIC Method – Analysis

	Problem	Reason	Improvement
1	Long waiting time	Customers go to shop simultaneously / Fry too long	Order online / Process improvement
2	Low customer satisfaction	Long waiting time	Order online / Process improvement
3	Insufficient Capacity	Fry too long	Process improvement
4	Unstable Quality	Pickle in branches	Process improvement
5	Low Reachability	Only three branches in Taiwan	Order online
6.	Trivial workload for staff	Pickle in branches	Process improvement

# DMAIC Method – Improve

By Service Blueprinting(To-be

Model)

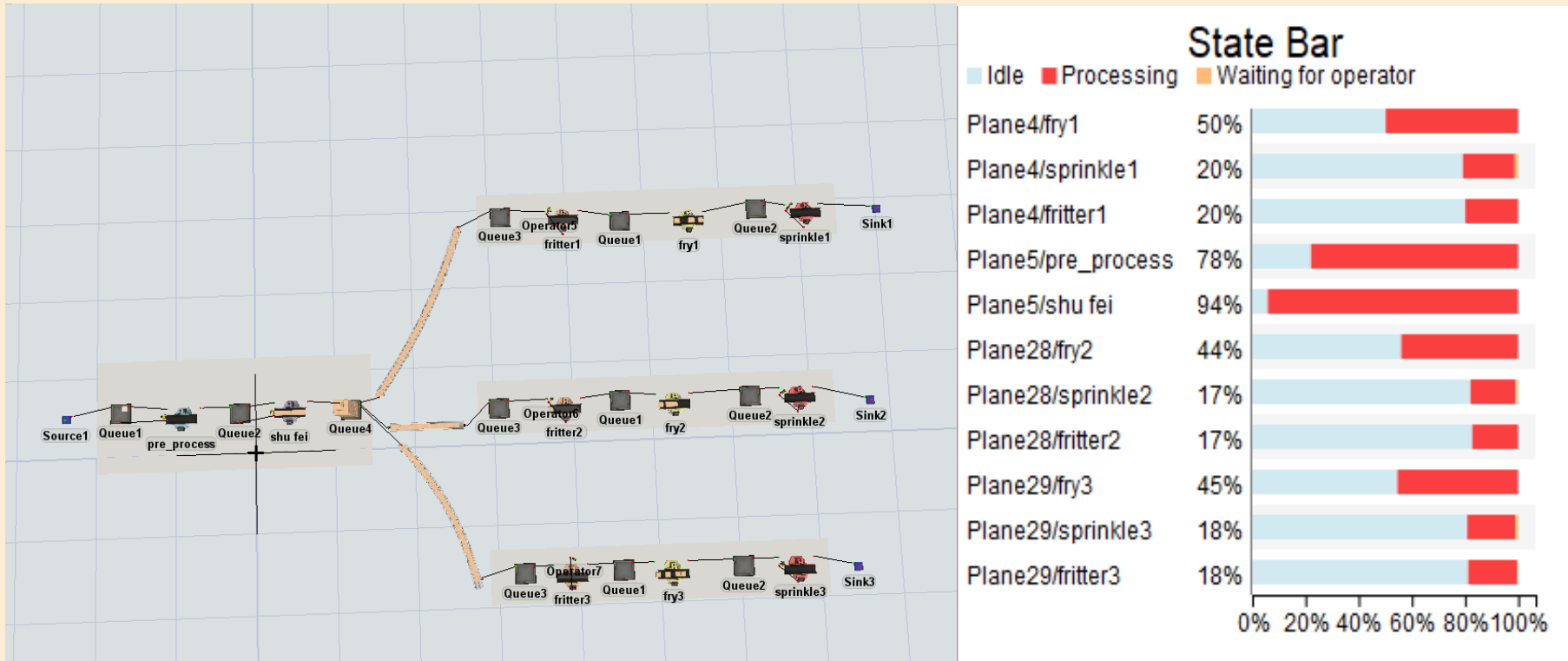


# DMAIC Method – (Improve To-be Parameters)

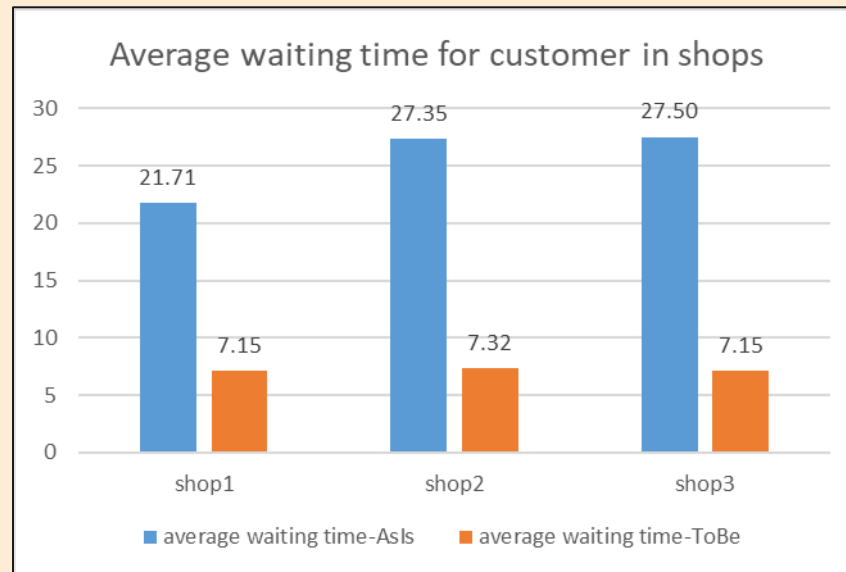
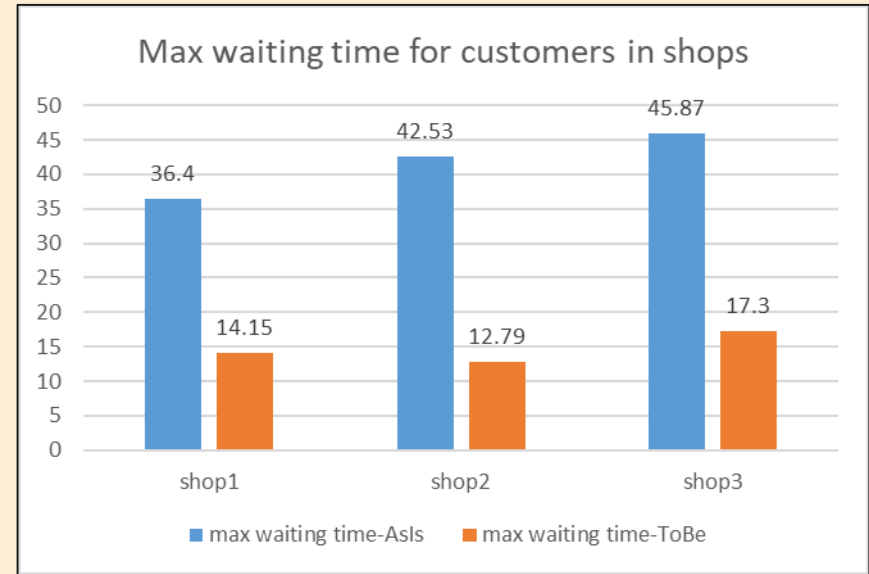
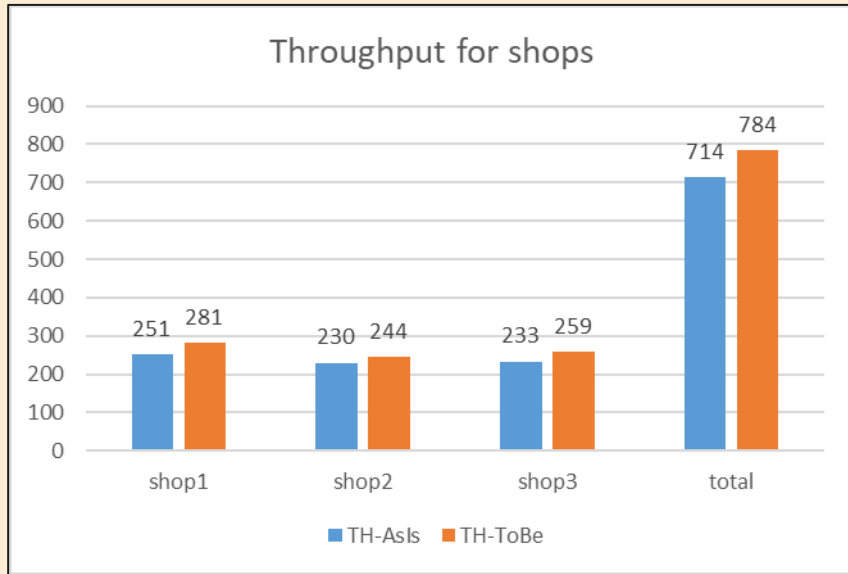
unit : min	arrival	Batch size	Process time	Maximum capacity	Cumulative quantity	speed
Source	600(per ship)	2 ship(per day)				
Pre- process			Normal(30,1)	80		
Queue					30	
Pickle+ Sous vide			Normal(60,2)	120		0.5(m/min)
Queue					300	In company
Transport						0.5(m/min) In shop
Queue						
Fritter			0.5			
Fry			Normal(6,2)			
Sprinkle			0.5			



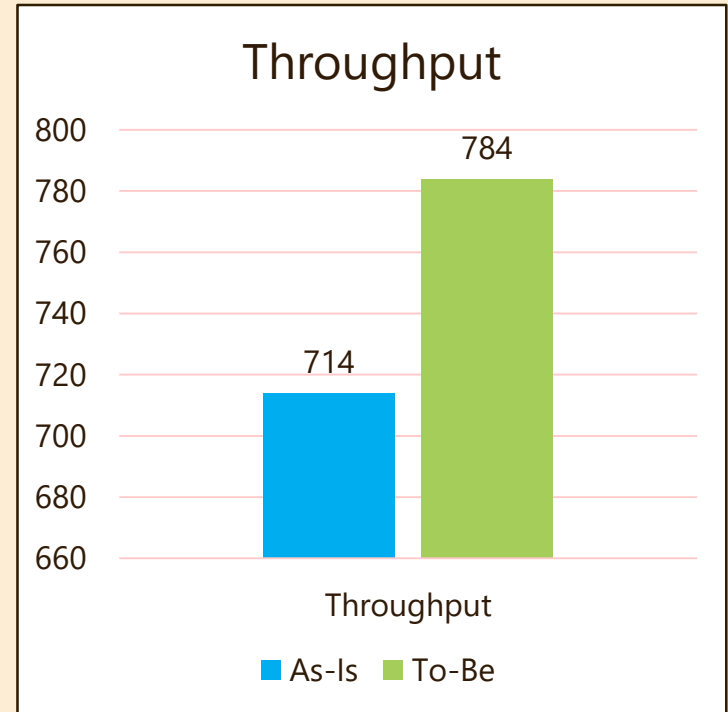
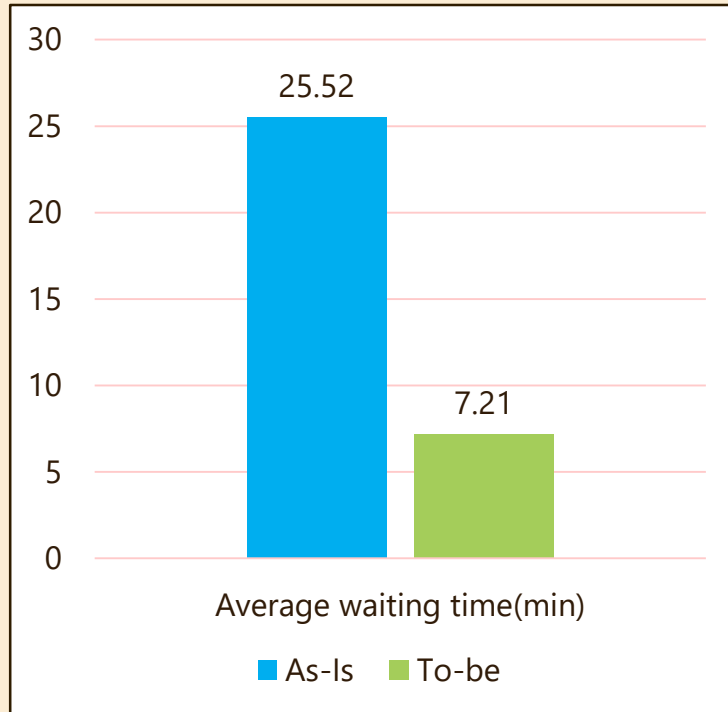
# DMAIC Method – Improve



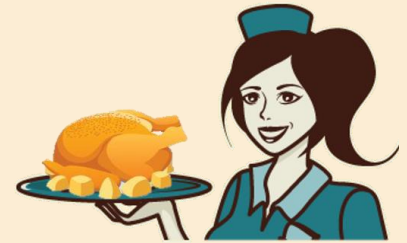
# DMAIC Method – Improve



# DMAIC Method – Control



# To-be Operation Process



In company



Chicken  
Pre-process  
(30min)



Pickle +  
**sous vide**  
(60min)



transport

In shop



Sprinkle  
(0.5min)



Fry  
(6min)



Fritter  
(0.5min)

Waiting time shorten for customer after ordering  
(mean : **7min**)

## Huge improvement!!



## 2. Innovation

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Slim Mother Fried Chicken

# What can we do more?



# Innovation - BPR



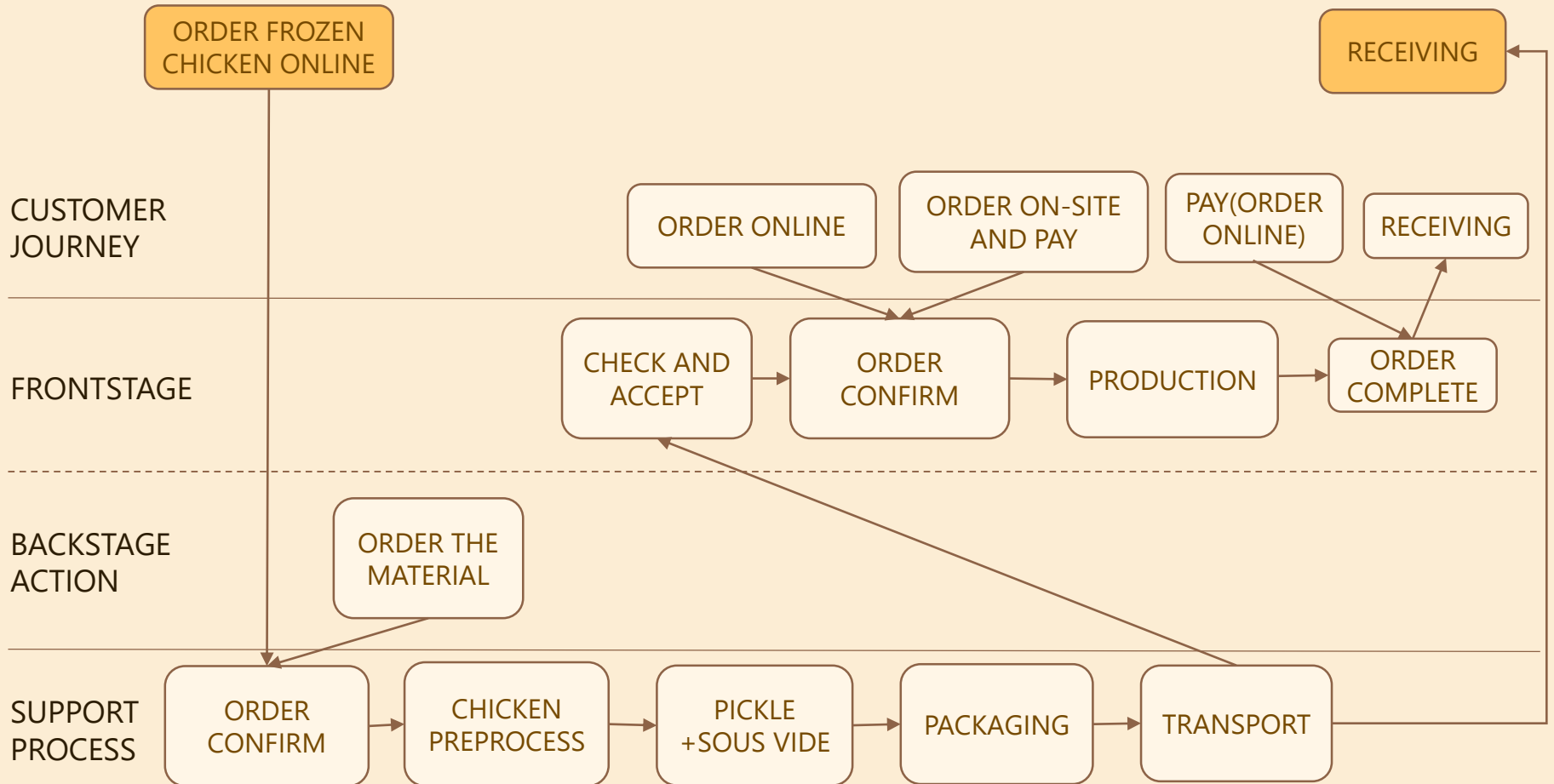
Chickens that after Sous vide process are actually good materials for our customers to cook at home. Not only we can sell our products, but also we can increase our customer reachability.

# Innovation - BPR





# BPR – Innovative Service Blueprinting





### 3. Conclusion

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Slim Mother Fried Chicken

# Conclusion

After finishing this project, we found a different way to produce our product .Not only we can enhance the customer satisfaction, but also we can make our production process more efficient . Here are some technique that we used in this project.

- Business benchmarking
- DMAIC method
- Simulation
- Business process re-engineering
- Service blueprinting

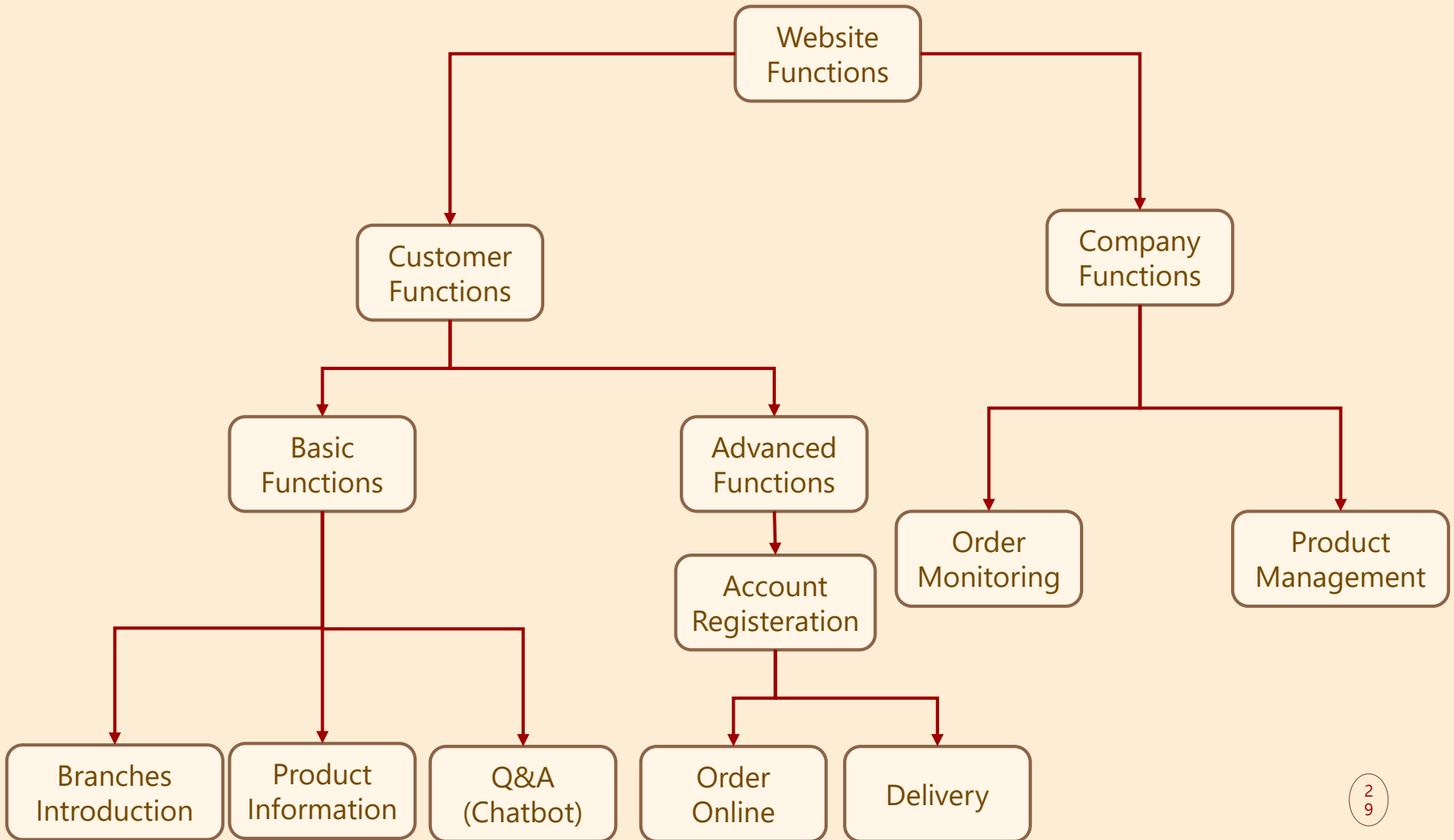


## 4.Web Demonstration

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Slim Mother Fried Chicken

# Web Framework



# Web Demonstration



Front page

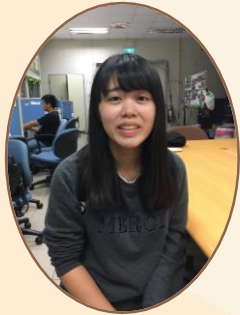


Order system

Link : <http://140.114.54.178/IIE/group1/project/index.php>

# Slim Mother Teammate

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王婉瑜



韋怡婷



楊韻玄



王端磊



Thanks for your listening

Slim Mother Fried Chicken

*Since 2018*