

PHILIPS HONG KONG LTD - BUSINESS UNIT PORTABLE AUDIO REPORT FROM THE BOARD OF EXAMINERS

The Business Unit Portable Audio (BUPA) of Philips has chartered a successful Quality Journey towards World Class since 1985 when the company launched the CWQI Quality Plans. Marching from QCC to TQM to being the first ISO 9001 certified electronic company in Hong Kong (1991) then to ISO 14000, the company has engendered a strong quality culture from leadership to all levels in the organization.

The Mission of Philips BUPA is “Customer Satisfaction through Sound Quality”. What a punchy statement! The statement is more than just words, for it becomes the guiding principle for the development of the entire Quality Deployment Framework and it molds the behaviour of the employees in the organization.

Continuous renewal on product range, flexibility, speed in decision making and quality of total offer are examples of main business drivers for BUPA to define its business objectives. The four key business performance indicators (KPI) - Time to Market (TTM), Committed Line Item Supply Performance (CUSP), Zero Hour Defects (0-HR) and Field Call Rate (FCR) are selected to measure effectiveness of the vital business processes supporting attainment of the business objectives and facilitate continuous improvements by all. The tight coupling and alignment of KPI with business processes and business drivers are critical success factors for BUPA to sustain its competitive position in the global marketplace.

Mutually beneficial partnerships make BUPA a preferred supplier and customer to its stockholders and an attractive employer. Consumer and Trade satisfaction measurements are conducted by external research parties in different parts of the world to ensure that customer requirements and market trends are captured into the design and development processes for upholding product market positions among the competition.