Pleasant Company
Assembly Material Management

IE 476
February 15th, 2000
Contributors

- Matt Van Dyke – Team Manager
- Kristin Shuda – Customer Liaison
- Dila Mohd – Web Developer
- Jared Hanson – Data Analyst
- Abir Sarhan – Data Analyst
- Pat Rebholz – Staff Engineer
- Sheila Keene – Line Manager
- Jeff Freeman – VP- Operations
- Cole Koop – Inbound Manager
- Wallace Jones - Safety
Pleasant Company is a direct marketer, retailer, and children’s publisher, nationally known for the American Girl brand. Dedicated exclusively to girls ages 3 to 12, Pleasant Company creates high-quality books, dolls, toys, and clothing designed to enhance girls’ self-esteem and reinforce positive social and moral values.
In the current configuration the shelves used to hold raw goods for use in the company’s light assembly processes are not conducive to easy resupply or optimal for operator utilization.

Various stations contain operations that could be made significantly more user-friendly.
Objectives

- Design/research possible material storage systems for use on the assembly line.
- Provide possible solutions to improving poor ergonomic situations.
- Improve the overall productivity of the operation while making the operators’ jobs more pleasant.
Performance measures

- Easier restocking (as determined by workers)
- Reduction of repetitive-stress injuries
- General customer satisfaction (workers and management)
Alternatives

- New shelf design or new method of presenting raw goods to the line workers
- Alternate material handling/re-supply methods for raw goods
- We will not consider redesigning the flow of the line or basic tasks of the workers
Limitations

- Costs
- Available space
- Number of workers
- Line speed
- Raw good variation (different configurations for different models)
- Time
Best practices

- Company’s other location
- Personal experience
- Similar businesses
- Related literature
Output

- Schedule
- Reports/presentations
- Sketches and/or brochures
- Cost analysis
- Considerations and justifications of possible solutions
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Any questions?