

## C816890 : MAJOR INDUSTRIAL ENGINEERING

KEY WORD: COOPERATIVE PLANNING IMPROVEMENT /SALES /PRODUCTION

Mr. SUPHPHAPHAKPONG THERATHANAWATN : A COOPERATIVE PLANNING  
IMPROVEMENT OF SALES AND PRODUCTION DEPARTMENT.THESIS ADVISOR  
: ASST. PROF. SUTHAS RATANAKUAKANGWAN , 181 PP. ISBN 974-637-081-2

In the industry of vehicle manufacturing and trading which has high unit price, planning for suitable quantities of production, sales and inventory is very important. This is because it can reduce product and operation costs. Also it can make more on-time deliveries which can give higher satisfaction to customers.

From the study of cooperative planning of sales and production department on the model company, it is found that nowadays, in that company, there are various kinds of problems related to the unsuitable planning system, the inappropriate organization and no information system which can be used as a tool to assist the management.

From the above difficulties, the researcher provided the guide line to solve the problem by using the cooperative planning system, re-organization, and information system together with documentary and activities flow. The cooperative planning program is designed to assist planning operations of both departments.

After developing, the new designed method was implemented to the system and then compare to the former one. The result shows a better control to inventory and can reduce standard stock level from 0.7 to 0.5 month, reduce product and operation cost (such as overtime budget) from 8.54% to 1.55% of total working time. It's also delivery product to customer more on-time which increases customer satisfaction index to 25 %.

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