

MANAGEMENT OF CERAMIC ADVERTISING ITEMS AND INSTALLATIONS

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1. ANALYSIS AND SOLUTIONS IN THE MANAGEMENT OF ADVERTISING INSTALLATIONS

Analysis of the advertising installations in ceramic companies is intended to achieve the following objectives:

- Defining a new flow of activities to shorten processing times from the generation of an order to creating an advertising installation to placement at the client's premises.
- Reducing the paperwork in promotions department processes.
- Controlling the installations that each client has.
- Parameterizing all the products to enable consulting the products being promoted at any time.

To attain these objectives, it is necessary to analyze all the existing data at the company and extract a series of solutions.

2. PARAMETERIZATION OF ADVERTISING PRODUCTS

In the management of the advertising installations, the parameterization of products is as important as their management, since by inappropriate definition, installation management and control can never be successful.

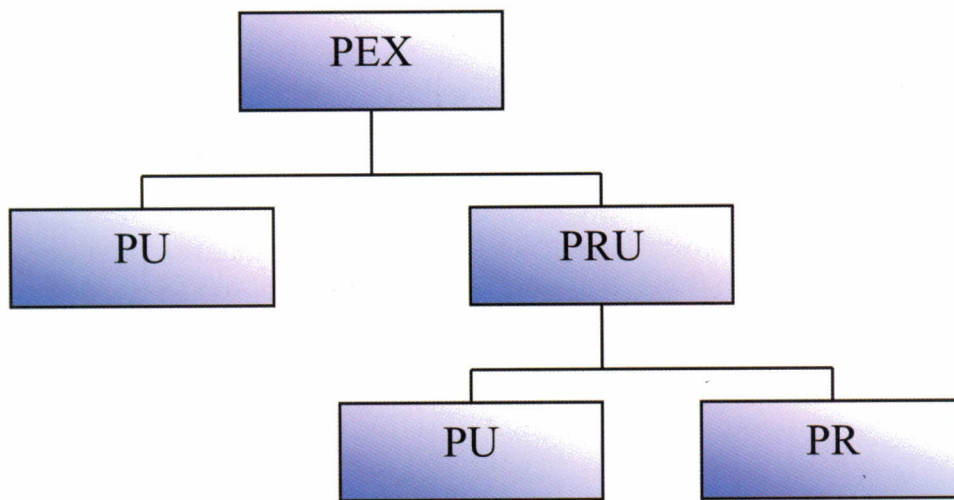
For this, it is necessary to use group technology, in order first to obtain good product parameterization and grouping. By grouping with group technology we can shorten product search times, order the information and reduce costs as a result of structuring all the products by means of the corresponding families or groupings.

In the model we consider here, we define four types of products to be used in the management model for advertising installations.

- **PR: Finished products.**
- These are finished products from the company production area, to be used in making up the panels or facilities, depending on each case. These are the wall and floor tiles, borders, etc.
- **PU: Advertising products.**
- These are products that had not been defined until now. We term PU products all the products required in the promotion department which serve to support the PR to be displayed. These include agglomerates and display stands.

- **PRU: Finished advertising products.**
- These are products consisting of a combination of a PR and a PU, such as mounted panels or mounted trays.
- **PEX: Advertising display products.**
- These are products consisting of a combination of several PRU (trays or panels) and one or more display stands (PU), which together form the advertising display product.

In view of the above classification the following graphic clearly sets out the structure of products to be used in the promotions department.



Hierarchic structure of advertising products

3. IMPROVEMENTS OBTAINED BY IMPLEMENTING ADVERTISING INSTALLATION MANAGEMENT

- Total control of all the products that the company has, which are perfectly parameterized, both by their own characteristics and their composition.
- Elimination of the paperwork between the sales department, management and the promotions department. This benefit is very important, because document loss and fundamentally delays in document delivery are avoided.
- Shorter times needed for transferring reports between the different areas of the company.
- Integration of data with all the other products in the company.
- Coding of products, so that a glance at the code tells which type of product is involved.

- Control of displays installed at each client's premises, which until now had not been controlled.
- Immediately retrievable information on any characteristic of all the types of product.
- Automatic transfer of materials from production stores to promotions stores.
- Management of the renewal of panels and displays by the pending field of the assembly list.
- Management of losses in exhibitions and display panels at clients.
- Consultation of advertising products broken down by family or subfamily. We can immediately establish which types of panels we have, quantities in stores, etc.
- We can at any time establish at which client an installation is placed, with all the data relating to that installation: length of time it has been placed, changes made, etc.