



**TEDARİKÇİ ÇEŞİTLENDİRME
VE KALİTE GELİŞTİRME ÖRNEKLERİ;
GM, BOSCH, PG, KODAK, SONY**

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Supplier of the Year Award



“the best of the best”

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Supplier Diversity Program

Program History

1968 GM is the first automotive company to establish a minority development program

1970 GM creates Motor Enterprises, Inc. -- a business unit designed to help minority suppliers with financial needs

1992 GM develops a minority supplier mentor program

1995 GM develops a joint venture strategy for minority suppliers

2001 GM establishes its Supplier Diversity Council

*www.gmsupplypower.com
www.gmsupplierdiversity.com
www.bigthree.com*

Supplier Qualifications

A Minority Business Enterprise (MBE) is a for profit enterprise, regardless of size, physically located in the United States or its trust territories, which is owned, operated and controlled by minority group members. "Minority group members" are U.S. citizens who are African-American, Hispanic American, Native American, Asia-Pacific American, and Asian-Indian American. "Ownership" by a minority group or individual means the business is at least 51% owned by such group or individual or, in the case of a publicly owned business, at least 51% of the stock is owned by one or more such individuals. Further, those minority group members or individual, control the management and daily business operations (retrieved from mmbdc.com, March, 2005). In addition to obtaining certification from the National Minority Supplier Development Council, minority suppliers are expected to meet the same level of quality, service, technology and price as any supplier to GM. For further information on certification criteria, please visit the NMSDC website.

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Certification Process

The National Minority Supplier Development Council has standardized procedures to assure consistent and identical review and certification of minority-owned businesses. These businesses are certified by NMSDC's affiliate nearest to the company's headquarters.

Application Process

Once a company has been certified through the NMSDC, or an affiliate, they should review their commodity requirements and complete an input form at bigthree.com.



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Element of SQP	Description
SUPPLIER QUALITY ASSESSMENT (SQA)	The Purpose of the SQA is to evaluate the effectiveness of the supplier's quality management system, continuous improvement processes, and the supplier's ability to meet ever-increasing demands. Assessments take place wherever the product or service is "produced" and are most commonly 1 day in length.
MEASURING SUPPLIER PERFORMANCE	To keep Kodak's suppliers performing at or above the stated levels, a number of criteria are measured including, minimum performance for a quality management system, product or service quality performance measures such as, DPPM, delivery performance, lead time, and productivity performance. The data that makes up these performance measures is managed in systems such as the Supplier Quality Management System.
SUPPLIER PROCESS AND PERFORMANCE IMPROVEMENT	Kodak expects the processes and the performance of their supply base to continuously improve from year to year. This is critical for both the supplier and for Kodak to remain competitive in the industry and to exceed standards in quality, delivery, cost and reliability.
SUPPLIER CERTIFICATION	Kodak's Supplier Certification Program recognizes suppliers, who meet or exceed Kodak established requirements and are producing excellent levels of cost, quality and delivery performance. To be considered for this recognition, suppliers must show evidence of a sound and effective quality management system, provide Kodak with assurance and flexibility with delivery, lead time, and demonstrate world-class product/service quality levels.
COST OF QUALITY (COQ)	The COQ model is used to quantify, in dollars, quality performance of suppliers by looking at DPPM, delivery, lead times, administrative costs of corrective actions and potential line down situations. The model may also be used in benchmarking suppliers in e-auctions and on sourcing activities.

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Supplier Certification Criteria

To be considered for certification, the following elements must be present:

- ▶ Evidence of a sound and effective quality management system.
- ▶ Product / Service Quality / reliability levels meet or exceed Kodak's requirements.
- ▶ Delivery and lead-time performance levels meet or exceed Kodak's requirements.
- ▶ Demonstrated capability of meeting or exceeding Kodak's year-over-year productivity requirements.



Supplier Certification Process

1. Supplier demonstrates excellent performance meeting the above criteria.
2. The Supplier Quality Process Team recommends a supplier for Certification.
3. The team submits evidence to support the certification criteria outlined above to the Worldwide Purchasing Quality Manager, Worldwide Purchasing Quality Director, Purchasing Manager and Client Manager for final approval.
4. The Quality Director of Worldwide Purchasing awards Certification to the supplier. A plaque is presented as visible evidence of this achievement.

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After your company has been certified (or if you are already certified), please visit the Prospective Supplier section of our supplier registration site at www.pgsupplier.com to register your company for potential future business opportunities. Once you are registered, you will only be contacted if an opportunity is identified.

We also utilize the online directories of the National Minority Supplier Development Council (NMSDC), Women's Business Enterprise National Council (WBENC) and Diversity Information Resources (DIR) when searching for minority- and woman-owned businesses to meet our needs. If your company is certified through NMSDC or WBENC, your company will be automatically listed in their databases. Certified companies can contact DIR at www.diversityinforesources.com to register for inclusion in their database.

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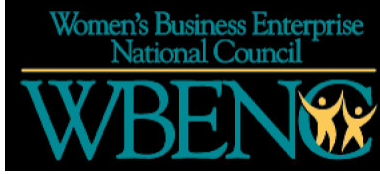
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www.wbenc.org
info@wbenc.org



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Invented for life



Supplier Quality Standard

Robert Bosch Corporation

Automotive Group



What the Bosch Purchasing division is.
And what it is not.



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**A total purchase volume of approx. € 20 billion
and 2.6 million tons of freight each year.**

And one team.

Despite the large figures, the most impressive figure in the Bosch Purchasing and Logistics division is the people. But aren't there two teams? A supplier team and a Bosch team? For us, such a distinction is negligible. Mutual trust creates one team with one, common objective: to make Bosch strong in the markets of this world.

Because if we are successful, so you will be as a supplier.

In keeping with this, our Corporate Sector Purchasing and Logistics division is more than a "Procurement office" in the traditional sense of the word. This also applies to each one of the Purchasing and Logistics divisions in the 249 production locations across the world. A total of around 3,500 employees see themselves as links in a multi-layered process which closely links Bosch with its supply and logistic partners.

"Quality at the Source"

Through
Worldwide Teamwork

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Bosch measures customer satisfaction using 'Key Indicators' such as:

Quality - Delivery - Cost - Technology

We expect our suppliers to participate in our efforts.

- Customer = Robert Bosch Corp.
- Organization = Supplier to Robert Bosch
- Supplier = Supplier to Bosch's Supplier
- Bosch Sourcing Team = Team of Bosch associates representing the involved Bosch site specific departments (Purchasing, Engineering or Development and Supplier Quality Development Departments as minimum).

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Bosch Supplier Quality Department

- ADVANCED PRODUCT QUALITY PLANNING (APQP)
- CORRECTIVE ACTION REPORT (C.A.R.)
- ISO/TS 16949 QUALITY SYSTEMS REQUIREMENTS MANUAL
- MEASUREMENT SYSTEM ANALYSIS (MSA)

www.boschnasuppliers.com

www.AIAG.org
www.iso.ch
www.ansi.org

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Quality Policy

The Robert Bosch Corp. Quality Policy is:

"Customer Satisfaction through People Dedicated to Excellence"

This policy is based on the following 6 principles:

1. Our goal is to fully satisfy our customers expectations through the quality of our products and services.
2. Quality and Quality improvement is every associates responsibility and ultimate goal – from the board of directors to apprentices.
3. Our directives, processes, systems and goals are based on requirements from international standards, customer expectations, our knowledge and experience. Knowledge of and compliance with these directives and processes is the foundation of our quality.
4. Quality means doing the detail from the beginning, thus preventing failures in the end. Continuous improvement of the quality of processes lowers costs and increases productivity.
5. Avoiding failures is more important than eliminating defects. We apply methods and tools for preventive quality assurance systematically, learn from mistakes and eliminate their root causes without delay.
6. Our suppliers contribute substantially to the quality of our products and services. Therefore our suppliers must live up to the same high quality standards we have adopted.

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Supplier Diversity Program

"Diversity is the art of thinking independently together."
-Malcom Forbes

We at Bosch support an environment that values, respects and promotes diversity both in its workforce and in its supplier community. These principles strengthen our performance and form the basis of our diversity supplier development program. The primary focus of diversity supplier development is to develop and maintain a qualified diverse supply chain that is reflective of our customer base. This enables us to meet our corporation's commitment to the communities in which we do business.

Suppliers adding value and innovation are essential for Bosch to achieve its strategic objectives.

Therefore, it is our policy to offer women & minority business enterprises (W/MBEs) an opportunity to compete on an equal basis with all other bidders on new opportunities, both strategic and operational.

Our business opportunities are divided into two categories:

Production Materials: (Direct Purchasing) i.e. stampings, rubber, plastic, screw machine and various components.
Any component that goes into our final products.

Non-Production Purchasing: i.e. general machine repair and operating items, and services.
Any item used by our associates to make our products better.
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The Bosch Research and Technology Center



In 1999, Bosch established its first North American operation devoted exclusively to research and development. The Research and Technology Center North America (RTC), with offices in Palo Alto, CA and Pittsburgh, PA.

The Bosch Research and Technology Center

The Bosch Research and Technology Center focuses on the following topics:

- Sensor and communication technologies, including integrated circuits, MEMS integration techniques and RF applications.
- New powertrain concepts.
- Wireless technologies for automotive, building technology, consumer goods and industrial applications.
- Communication systems for automotive and industrial applications.
- Human-Machine-Interaction and visualization technologies.
- Software engineering and Software intensive multi sensor / multi data source systems.

We are committed to providing technologies and systems for Bosch's business fields toward:

- Automotive applications like environmentally friendly and more fuel efficient powertrain concepts, cost-efficient vehicle software architectures and development processes, high-performance and cost efficient automotive sensors, and innovative driver guidance, information, and entertainment systems.
- Enhanced security and safety systems for home and business providing e.g. increased intrusion and/or fire alarm detection capabilities.

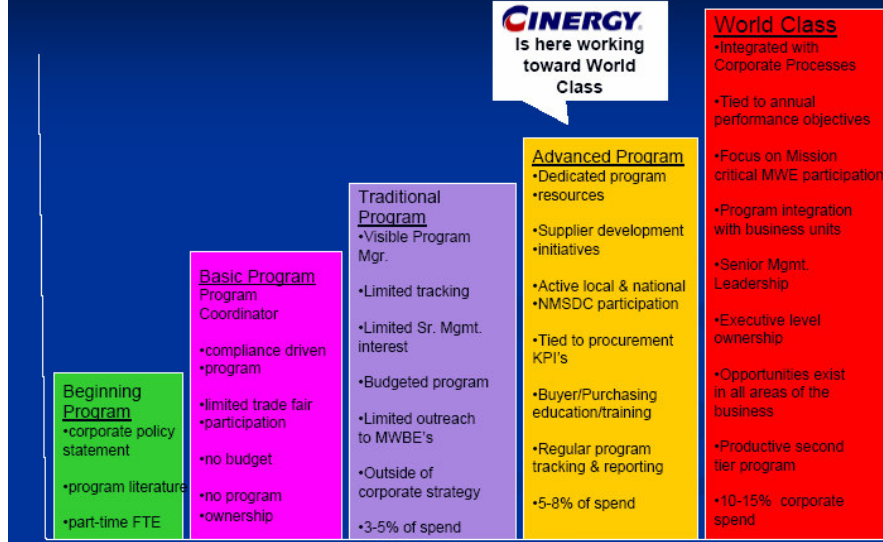
These are all areas that are currently under exploration by Bosch research engineers in close collaboration with our partners at leading US universities, leading-edge industry partners, and other worldwide Bosch research, development, and marketing units.

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RGMA's Five Levels of Supplier Diversity Program Development



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