

Production Standards Of Junaids Perfumes Company: Rising Through The Manufacturing Ladder

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ABSTRACT: The study aims to assess the effectiveness of production standards that products meet the best specification production wise by over viewing and re- evaluating the specifications of products, materials, dimensions, safety and improvements of quality management systems and to have good products with high quality according to the international standards. With the aid of SPSS (Statistical Package for Social Sciences), the Pearson Product Moment Coefficient was used to analyze the significant relationship between the production standards the level of effectiveness of production standard. And the correlation among relationship between the production standard and the level of effectiveness of the production standards supports the null hypothesis of the study. On the basis of the research findings, it showed that they should develop local sourcing practices that would benefit to the economy in manufacturing business to produce sourcing materials, develop an industry-led strategic transformation plan that is focused on the perfume development of technological innovation and differentiation, and uphold the system integration and application of intelligent manufacturing as well as support by the research development for new innovation of different products you have in the company. From a country perspective, the business environment, which is ranked the 7th freest in the world, ensures transparency and efficiency in doing business. Bahrain's business sector is supported by the most productive, highly-skilled bilingual national work force in the GCC. Finally, Bahrain offers an open, cosmopolitan society with the highest quality of life in the Middle East. "The vision is that Bahrain will be seen as a highly competitive gateway to the Gulf for international companies seeking to serve their customer base in the region. In the past, the UAE and Saudi Arabia had been seen by international investors as leading locations for establishing their projects. The Ministry sees that this development firmly puts Bahrain on the map as a credible competitor for regional inward investment.

Keywords: Products, Materials, Dimensions and Safety

1 INTRODUCTION

Every manufacturing company is concerned about their quality standard so they look into the different manufacturing processes that they can implement to help improve their quality. One of the more popular programs that manufacturing companies use to improve their quality is total quality management. And focus of the program is to take a broad look at the entire manufacturing process, quality assurance, including the rest of the company, to see where improvements can be made. Manufacturers are likely to achieve the quickest impact if they start by focusing on their areas of core competency. But to secure the full value of their efforts, companies must optimize their operations for resource productivity in four broad areas that cut across their business and industry: production, product design, value recovery, and supply-circle management the exploring opportunities for manufacturers to increase resource productivity. By taking a comprehensive approach to resource productivity, companies can improve their economics while strengthening their value propositions to customers and benefiting society as a whole [Mckinsey Company Website]. Today most perfume is used to scent bar soaps. Some products are even perfumed with industrial odorants to mask unpleasant smells or to appear "unscented". While fragrant liquid used for the body are often considered perfume, true perfumes are defined as extracts or essences and contains a percentage of oil distilled in alcohol and water is also used (<http://www.madehow.com/Volume-2/Perfume.html#ixzz3Bsiyu89L>). The Arab World has long been renowned for its magnificent natural oil and fragrances that ensure the senses and captivate the mind. For centuries, the legendary spice routes of Arabia retained worldwide fame for its trade in luxury oil and exotic spices that were highly desirable and sought after in Europe and around the world (www.syedjunaidalam.com, 2015]. Bahrain has done a re-

markable job for transforming itself into a manufacturing hub in the region." In the past, it seemed impractical to establish a manufacturing business in the country because of lack of raw material, the absence of quality and affordable labour and the lack of knowledge. But year later, recognizing the need to diversity and seeing the potential that the manufacturing sector can bring the economy, the government began to work towards creating the right ingredients to make Bahrain a suitable manufacturing Centre (www.bizbahrain.com). It all began back in 1910, "when Syed Junaid Alam, a true visionary and focused entrepreneur was fascinated by the external romance between the region's people and the ideals of nobility, beauty and opulence. Later this fascination turned into his inspiration. He has a modern and efficient manufacturing facility. The centralized operation enables the company operates more than 120 exclusive outlets, spread across the Middle East. A state of the art network that uses enterprise resource planning consolidates day-to-day business transactions and related activities. The production facility is purpose-built to enable timely delivery and distribution of the end of the products. Separate production lines are set up that integrate various processes including bottle filling to final packaging. Each piece is given individual and careful attention to achieve high quality standards. Company's values, corporate philosophy and commitment is to maintain its leadership status in the market. Manufacturing strategy as a tool for effective use of manufacturing strength as a competitive weapon for achievement of business and corporate goods. Competitive priorities define the set of marketing objective and represents the link to market requirements and manufacturing and decision manufacturing provide a summary of number of decision category frameworks in the literature and find that the division of categories into structural and infrastructural procedures (Rudberg M. and Olhager J., 2003). He cited about the exploring the features and foundational understanding in a very simple manner and analyze the

effects of total quality management on improvement efforts and polish the individual performance ISO 9000 standards have their significant applications in all kinds of organizations. Quality standards are well designed with their corrective action for control of entire quality efforts plus promotion, co-ordination and assurance.(Lavlesh Kumar Sharma¹, Ravindra Mohan, 2007). Most of them are certified with quality system like ISO 9000, defined quality assurance as all planned and systematic actions necessary to provide adequate confidence that a product or service will satisfy the given requirement for quality [Brennecke P. and Beckmerhagen]. According to Pride F. 2003, he cited about the quality as the overall characteristics of a product that allow it to perform as expected in satisfying customer need. The concept of quality also varies between consumers and business markets. American consumers consider high quality products to be reliable, durable, easy to maintain, easy to use, known and trusted and reasonable priced. Investigate the implementation practices of the new ISO 9001:2000 standard in Saudi business Organizations.” The main objectives of this study are to identify the critical factors that lead to successful implementation of the new standard, determine what barriers have been encountered during implementation, and to identify the most difficult parts standard to comply with ISO registered firms.(Al-Asiri, Mohammad M. 2004) Building facility managers of the build environment design and construct high performance building facilities (Sapp. Don (2012). The research focused on operations and maintenance of high performance buildings which centers on its definition and develops a hypothesis to overcome challenges in order to attain successful operation and building maintenance. Findings of the study revealed systems thinking as essential in the achievement of successful operations in the maintenance of high performance building operation and standards.

Scope of the operations and management operational aspect includes maximizing the efficiency and profits of the facilities. “With increase in the number, variety, and complexity of the increase in facilities, operations and management must ensure sustainability in performance. “Operations and management requires skilled, knowledgeable, well trained human resources, and well-planned maintenance and operation program (Sapp, Don (2014). Technological change, globalization, deregulation, shifts in the workers quantity, assortment in demand, and ensuing upper levels of ambiguity have shifted firm formation missing from better attentiveness and centralization near slighter attentiveness and transference. Apparently, institutions and policies in select countries assist a better and further prompt response to technological change and globalization, alongside with the new core factors, by shifting to a fewer central and more single industry configuration than is contemporary in other nations. The question of whether countries that contain shifted to a better function for free enterprise have stronger development is of immense magnitude to policymakers. (Thurik, A. R. 2009). This study is primarily anchored on the effectiveness of quality improvement in manufacturing or services. This will address the needs of the systems as a whole and encompasses the functional areas of business. It will include the supply chain of management , marketing, accounting, human resources, operations, engineering and strategy and this all interrelated and interdependent . The use of business model in quality system focuses on the customer. This encompasses the dynamics of continual improvements, change, planning and renewal. (Kaoru Ishikawa, 2010) The company we strongly believes that the development of em-

ployees, the Bahraini staff in particular is the key to meeting and surpassing customers' expectations. To this end, the company embraced a multifaceted training programme, designed to develop both their administrative and technical staff's skills, in accordance with the highest international standards. Company's award-winning services, wide retail and corporate customer base provide evidence of the organization's continuous success. However, the organization's success is not taken for granted; instead it provides them with the motivation to improve. Organization's pioneering spirit, along with the value placed on forming strong bonds with their customers, is what distinguishes this organization from others in the Kingdom; more than mere buyer-seller relationships, they form partnerships that present their clients with the best solutions. Organization considers customer relations to be a continuous work in progress, and always make sure to take their clients' needs into careful consideration. These principles have been integral in creating and maintaining lasting links with their valued clients. (Tripp, Harvey and Tripp, Margaret (2014).



Figure 1: Theoretical Framework of the Study.
Source: Figure 1.1- Theoretical Framework
Reference: 2012. Abdul Samad Al Qurashi

The goal of quality assurance is to improve development and test processes so that defects do not arise when the product is being developed. And used to create the deliverables, and can be performed by a manager, client. It also includes raw materials inspection and testing, process checklists or in process checking, finished product testing, product audits inspections of packing and packed material, methodology and standards development.” Quality Assurance activities include a planned system of review procedures and conducted by personnel not directly involved in the development process. Reviews, preferably by independent third parties, should be performed upon a finalized inventory following the implementation of quality control procedures. “Reviews verify that data quality objectives were met, ensure that the inventories are well defined. (Abdul Samad Al Qurashi, 2012)

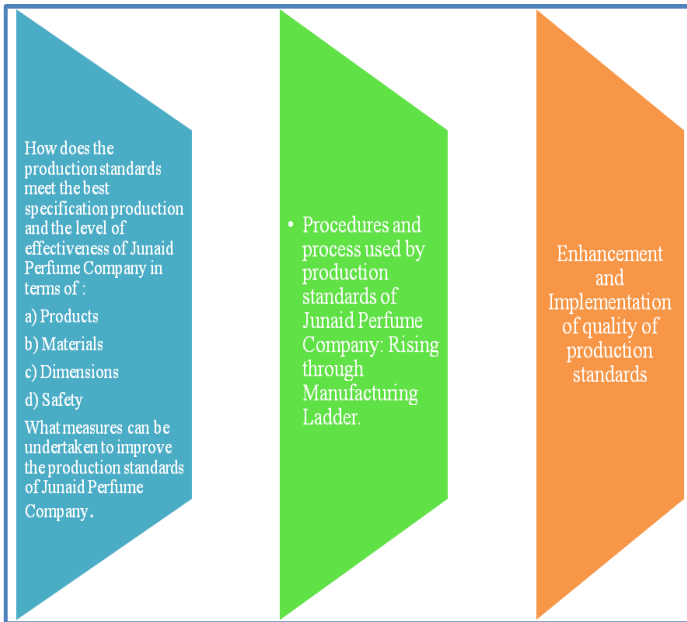


Figure 1.2 Conceptual Frameworks IPO Model by Daniel Stufflebeam, 2003

Figure 1.2 shows the conceptual model of the study. This study utilized the IPO model by Daniel Stufflebeam. As shown in the model, the study focused on the independent variables, Products, Materials, Dimension, and Safety. This will be used to assess the production standards and the level of effectiveness of production standards of Junaid Perfume Company in the Kingdom of Bahrain. These companies utilized business process and procedures in the implementation. This then will result into enhancement and improving the quality of production standards of Junaid Perfume Company: Rising through manufacturing ladder.

METHODOLOGY

This chapter presents the method of research, sampling techniques, respondents of the study, the internet for analysis, discussion over the research tools validity, alongside detailed look at the data gathering procedure and the paper statistical treatment of collected information. The study utilized the descriptive – evaluative type of research. An organizationally - based, descriptive portion of design was pursued through the use of relevant data via conducting questionnaire. The articulated research outline happened to be the most fitting one epitomizing the production standards of Junaid s Perfume Company. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time (James P. Key, 1997).

Table 1-Respondents Classification

| Respondents | Frequency | Percentage |
|-------------------------|-----------|------------|
| Managers | 5 | 8.3% |
| Supervisors | 5 | 8.3% |
| Employees in Production | 50 | 83.4% |
| Total | 60 | 100% |

The respondents were the employees of Junaid Perfume Company. The total sample of the study is 60 respondents with 5 managers, 5 supervisors, and 50 employees in the production. The population of each class will be shown in Table 1. The Table shows that 8.3% manager, 8.3% supervisors, 83.4 % in the production who will respond to survey.

Findings and Discussion

Analyzes and interpretation of data gathered mainly through the survey questionnaire. The first part is how a production standard meets the best specification production of Junaid Company in terms of products, materials, dimension and safety. The second part is how a respondent perceives the level effectiveness of the production standard of Junaid Perfume Company. And the third part what measures can be undertaken to improve the production standard of Junaid Perfume Company in the Kingdom of Bahrain?

Table 2- How the production standard meets the best specification production of Junaid Perfume Company in the Kingdom of Bahrain in terms of Product.

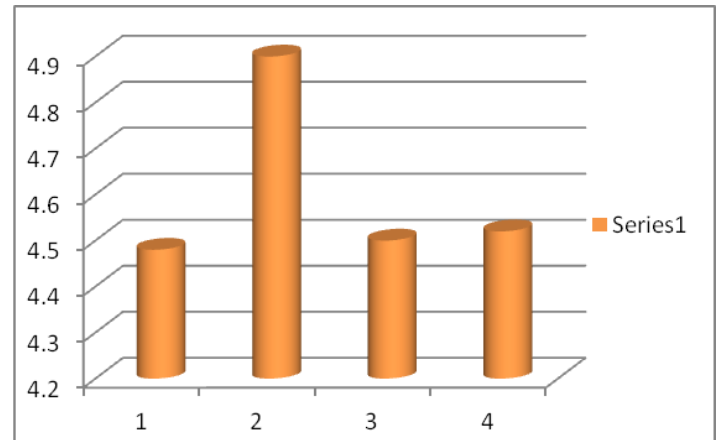


Table 2 shown that the respondents very aware that they perform and monitor, the process to make the product with quality, indicated the highest mean of 4.83. The results into reliability and durability product testing, quality procedures and product specification to identify non-conformance, and set team products goal, shown by the mean values of 4.68, 4.67 and 4.19, respectively. The overall weighted mean of 4.59, respondents are very aware. According to Pride, 2003 cited about the quality as the overall characteristics of a product that allow it to perform as expected in satisfying customer need. The concept of quality also varies between consumers and business markets.

Table 3- How does the production standard meet the best specification production of Junaid Perfume Company in the Kingdom of Bahrain in terms of Material.

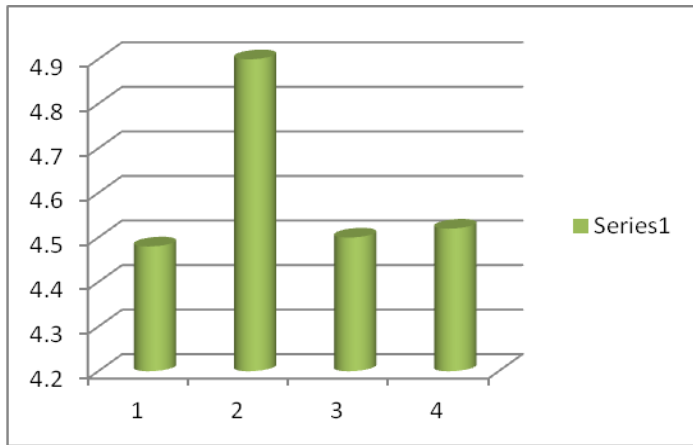


Table -3 shown that the respondents very aware that materials are stored in safe manner indicated the highest mean of 4.80. Materials are checked against work orders; Tools and equipment are checked again work order and changes of materials will not be charge an additional cost to the owner, shown by the mean values of 4.77, 4.15 and 4.13, respectively. From the overall weighted mean of 4.46, respondents are very aware in the production standard of Junaid Perfume Company. The company should be dedicated to the quality policy that all raw materials are checked and severe quality test by the team of quality control department. According to Lavlesh Kumar Sharma¹, Ravindra Mohan, 2007, he cited about the exploring the features and foundational understanding in a very simple manner and analyze the effects of total quality management on improvement efforts and polish the individual performance ISO 9000 standards have their significant applications in all kinds of organizations. Quality standards are well designed with their corrective action for control of entire quality efforts plus promotion, co-ordination and assurance. (Lavlesh Kumar Sharma¹, Ravindra Mohan, 2007)

Table 4- How does the production standard meet the best specification production of Junaid Perfume Company in the Kingdom of Bahrain in terms of Dimension.

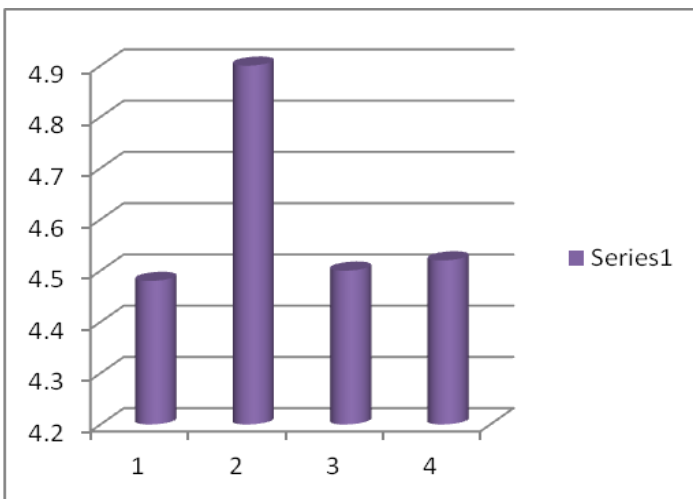


Table 4- Shown that the respondents very aware that the owner provides supplier the complete design specification indicated the highest mean of 4.85. Supplier follows design specification in all aspect, provides design team formation and management and all design specification requires are followed by the supplier in coordinate with the owner, shown by the mean values of 4.46, 3.56 and 3.48, respectively. From the overall weighted mean of 4.08, respondents are aware in the production standard of Junaid Perfume Company. The company should be dedicated to the quality policy that all raw materials are checked and severe quality test by the team of quality control department. According to Abdul Samad, (2012) he discussed about the that raw materials inspection and testing, process checklists or in process checking, finished product testing, product audits inspections of packing and packed material, methodology and standards development in the manufacturing company.

Table-5 How does the production standard meet the best specification production of Junaid Perfume Company in the Kingdom of Bahrain in terms of Safety.

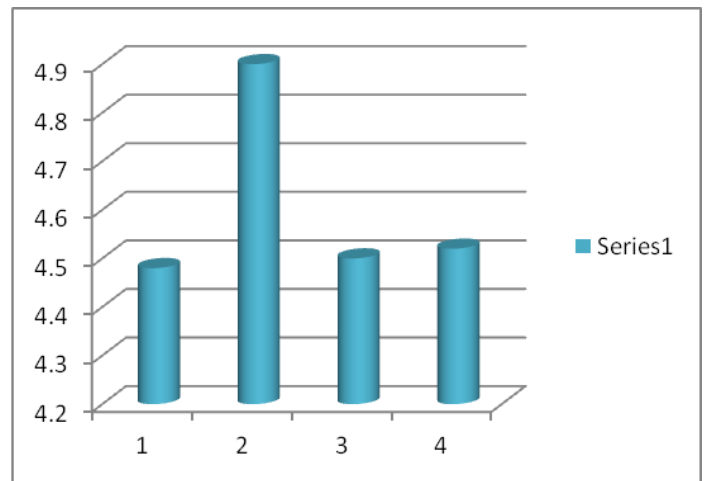


Table 5. Shown that the respondents very aware to perform safety and environmental inspection indicated the highest mean of 4.90. Train personnel to use equipment safety, work in safe and production manufacturing work place and provides safety orientation for all employees, shown by the mean values of 4.52, 4.50 and 4.48, respectively. Based from the overall weighted mean of 4.60, respondents are very aware in the production standard of Junaid Perfume Company. The company should strictly monitor the safety procedures in the operations of the production. According to Donn, (2014) he cited that the increase in the number, variety, and complexity of the increase in facilities, operations and management must ensure sustainability in performance. "Operations and management requires skilled, knowledgeable, well trained human resources, and well-planned maintenance and operation program in the safety of the operations.

Table 6-How does a respondent perceive the level effectiveness of the production standard of Junaid Perfume Company in the Kingdom of Bahrain in terms of Products.

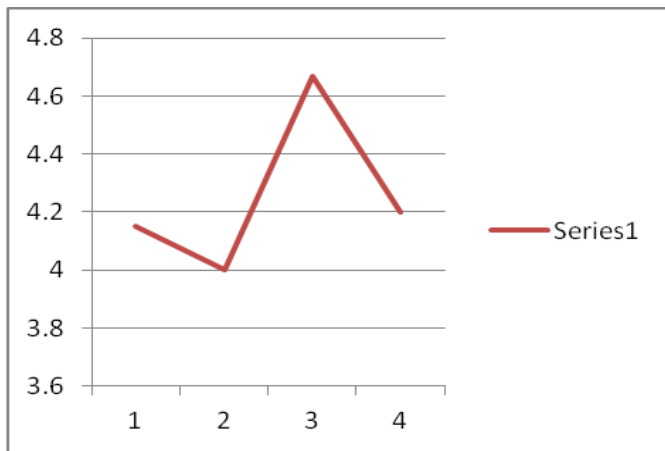


Table 6- Shown that the respondents very effective that they perform and monitor, the process to make the product with quality, indicated the highest mean of 4.52. Quality procedures and product specification to identify non-conformance, set team products goal, and results into reliability and durability product testing. shown by the mean values of 4.20, 4.10 and 4.00, respectively. The overall weighted mean of 4.21, respondents are very effective in the production standard of Junaid Perfume Company. The company has the opportunities for Bahrain business organizations, access to the world market and established economic relationships with foreign countries as well here in the gulf countries. According to Pride (2013) he cited about the quality as the overall characteristics of a product that allow it to perform as expected in satisfying customer need. The concept of quality also varies between consumers and business markets. American consumers consider high quality products to be reliable, durable, easy to maintain, easy to use, known and trusted and reasonable priced.

Table 7-How does a respondent perceive the level effectiveness of the production standard of Junaid Perfume Company in the Kingdom of Bahrain in terms of Materials.

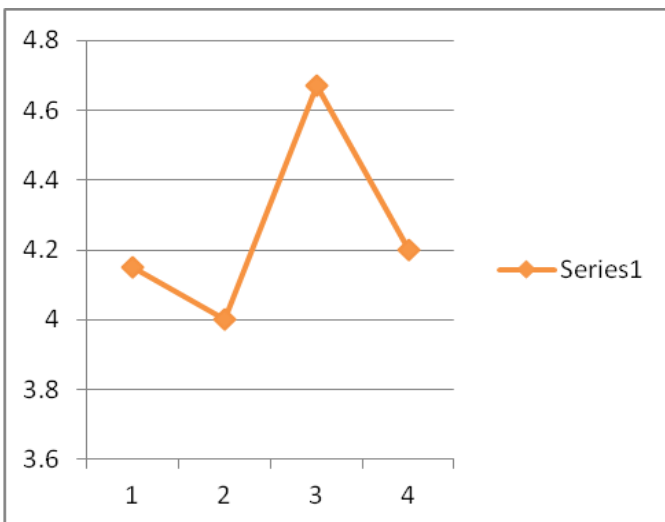


Table 7-Shown that the respondents is very effective that materials are stored in safe manner indicated the highest mean of 4.50. Materials are checked against work orders; Tools and equipment are checked again work order and changes of materials will not be charge an additional cost to the owner, shown by the mean values of 4.33, 4.10 and 3.39, respectively. From the overall weighted mean of 4.08, respondents are effective in the production standard of Junaid Perfume Company. The company should be dedicated to the quality policy that all raw materials are checked and severe quality test by the team of quality control department. According to Qurashi (2012) cited about the quality assurance activities include a planned system of review procedures and conducted by personnel not directly involved in the development process. Reviews preferably should be performed upon a finalized inventory following the implementation of quality control procedures. "Reviews verify that data quality objectives were met, ensure that the inventories are well defined.

Table 8-How does a respondent perceive the level effectiveness of the production standard of Junaid Perfume Company in the Kingdom of Bahrain in terms of Dimension.

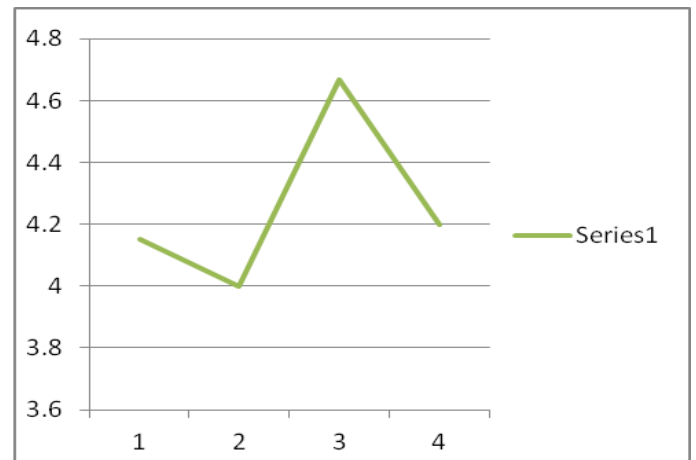


Table 8- Shown that the respondents very effective that the supplier follows design specification in all aspect owners indicated the highest mean of 4.35. Owner provides supplier the complete design specification, all design specification requires are followed by the supplier in coordinate with the owner, and provides design team formation and management, shown by the mean values of 4.22, 3.85 and 3.80, respectively. From the overall weighted mean of 4.05, respondents are effective in the production standard of Junaid Perfume Company. The company should be dedicated to the quality policy that all raw materials are checked and severe quality test by the team of quality control department. According to Mohan (2007) he cited about the exploring the features and foundational understanding in a very simple manner and analyze the effects of total quality management on improvement efforts and polish the individual performance ISO 9000 standards have their significant applications in all kinds of organizations. Quality standards are well designed with their corrective action for control of entire quality efforts plus promotion, co-ordination and assurance.

Table 9-How does a respondent perceive the level effectiveness of the production standard of Junaid Perfume Company in the Kingdom of Bahrain in terms of Dimension.

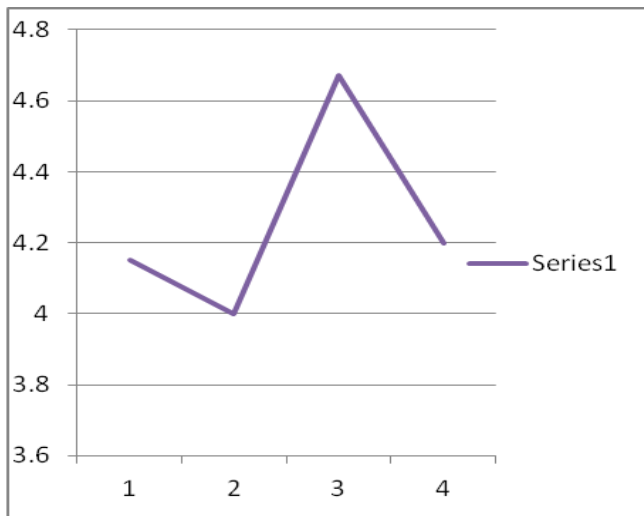


Table 9. Shown that the respondents very effective to work in safe and production manufacturing work place indicated the highest mean of 4.67. Train personnel to use equipment safety, provides safety orientation for all employees work in safe and production manufacturing work place shown by the mean values of 4.20, 4.15 and 4.00, respectively. Based from the overall weighted mean of 4.26, respondents are very effective in the production standard of Junaid Perfume Company. The company should strictly monitor the safety procedures in the operations of the production. According to Donn, (2012) cited about the safety of the build environment design and construct high performance building facilities that maintenance of high performance in order to attain successful operation and building maintenance.

Table 10- Is there significant relationship between production standards and level of effectiveness of Junaid Perfume Company in the Kingdom of Bahrain?

| | | Correlations | Interpretation |
|------------|---------------------|--------------|--|
| Product | Pearson Correlation | .525 | Positive correlation but statistically not significant |
| | Sig. (2-tailed) | .475 | |
| Materials | Pearson Correlation | .809 | Positive correlation but statistically not significant |
| | Sig. (2-tailed) | .191 | |
| Dimensions | Pearson Correlation | .899 | Positive correlation but statistically not significant |
| | Sig. (2-tailed) | .101 | |
| Safety | Pearson Correlation | -.580 | Negative correlation but statistically not significant |
| | Sig. (2-tailed) | .420 | |

From the table 10- that shows the correlation among the status and the level of effectiveness of Junaid Perfume Company support the null hypothesis for the study. It can be gleaned the relationship between the status of the product, material, dimension and safety practices the level of effectiveness of the same variable in Sig. (2-tailed) is 0.000 which is less than 0.05. This means that there is significant relationship, and to find out how strong or weak the relationship is, we look in the

upper row that showed the value of -.525 and .475; -.809 and .191;-.580 and .420* which is greater than 0.5 hence it is a strong correlation.

CONCLUSION AND RECOMMENDATION

Based on this study, the variables that are specifically adapted to measures the perception of the luxury-perfume brands in Kingdom of Bahrain, taking into account, those attributes related to products, materials, dimensions and safety. The company develop local sourcing practices would benefits the economy in manufacturing business to produce sourcing materials. They should identify gaps in training resources and opportunities especially in the manufacturing industries that employees needs especially in the productions. Communication and networking educate and raise awareness about source of materials and by products that are produced regionally. With the presence of the Junaid operation head, safety precautions is very important, everyone in the production workplace is highly involved in maintaining safe workplace. Operation head oversee day to day laboratory activities, including the smooth operation of essential scientific equipment and laboratory automations. Production workplace is very clean, well organized and healthy and safety in the environment. In the recommendation first developed an industry-led strategic transformation plan that is focused on the perfume development of technological innovation and differentiation. Second uphold the system integration and application of intelligent manufacturing as well as support by the research development for new innovation of different products you have in the company. And third encourage enterprises to focus on the development of technology and equipment that enhance the energy efficiently and resource utilization of traditional manufacturing industry.

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