

Established in 1962, Burma Ply Ltd. is a medium sized industrial unit located at Solan in Himachal Pradesh. It was having technical collaboration with an Austrian firm. The monthly in take of raw material such as wood and straw was taken from the nearby forest. It was doing a good business for about two decades. The management wanted to diversify in the field of decorative laminates. The management started negotiation with an UK firm for consultancy in making resins and import of decorative design of laminates. The marketing department gave the feedback that at least 50 thousand square meters of decorative laminates could be sold per month. The investment was mainly in setting up of the resin department and the treating department. The press and amenities such as boiler, compressor and chilling plant already existed.

The investments of Rs. 600 million were taken as the initial investment in plant and machinery. The consultancy was given by the UK firm. The production started in a planned manner. The export orders were also booked. The samples were approved and supply of laminates was going in a smooth manner. Unfortunately, the resin was not in specification, as many laminates had a lot of defects such as blisters, delamination etc. Due to heavy rejections, the export orders could not be executed. The persons working in resin could not understand the chemical combination, formulation and the resin reaction technology. It was observed that the raw material was not coming of the consistent quality as such the reactions were coming at different temperatures.

The management was worried as heavy rejections were bringing in loss to the laminating department. It was decided to out source the resin activities to M/s Dr. Beck, who were leaders in making resins. However, the transportation problem was very acute because lot of loss occurred during transit from Dr. Beck to Burma Ply Ltd. (BPL). Management appointed Mr. Das, a technical person who had 10 years experience in a resin making plant. Mr. Das pointed out that the raw material for resin should be checked for specification and accordingly the process could be set.

The management tried to rectify the process but the raw material always was inconsistent and the manpower and machine utilisation was not proper and the process had to be changed for each batch. The management formed a committee to give a report regarding the problem of heavy rejections. Please explain what report should the expert committee submit to the management.

Ques: The consultancy for making laminates was given to an UK firm.

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