

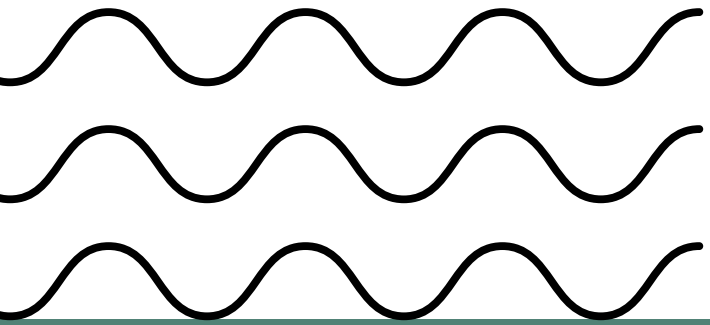


ESM3304 LEAN START-UP METHODOLOGY



DR.MOOKTRA THONGVES

Why Lean??



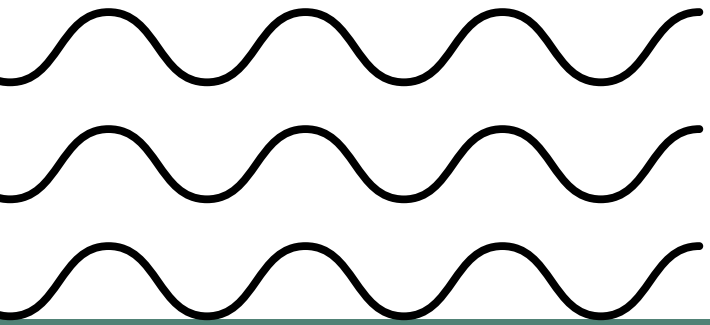


DR.MOOKTRA THONGVES





DR.MOOKTRA THONGVES



What is Lean??





COLLEGE OF
**Innovation
management**
SUAN SUNANDHA RAJABHAT UNIVERSITY

DR.MOOKTRA THONGVES





Not focus only price

Look back to background primary





Lean development

Lean Software
Development

Lean Startup

Lean Thinking

Lean Organizational
Structure



MAIN IDEA



TARGET



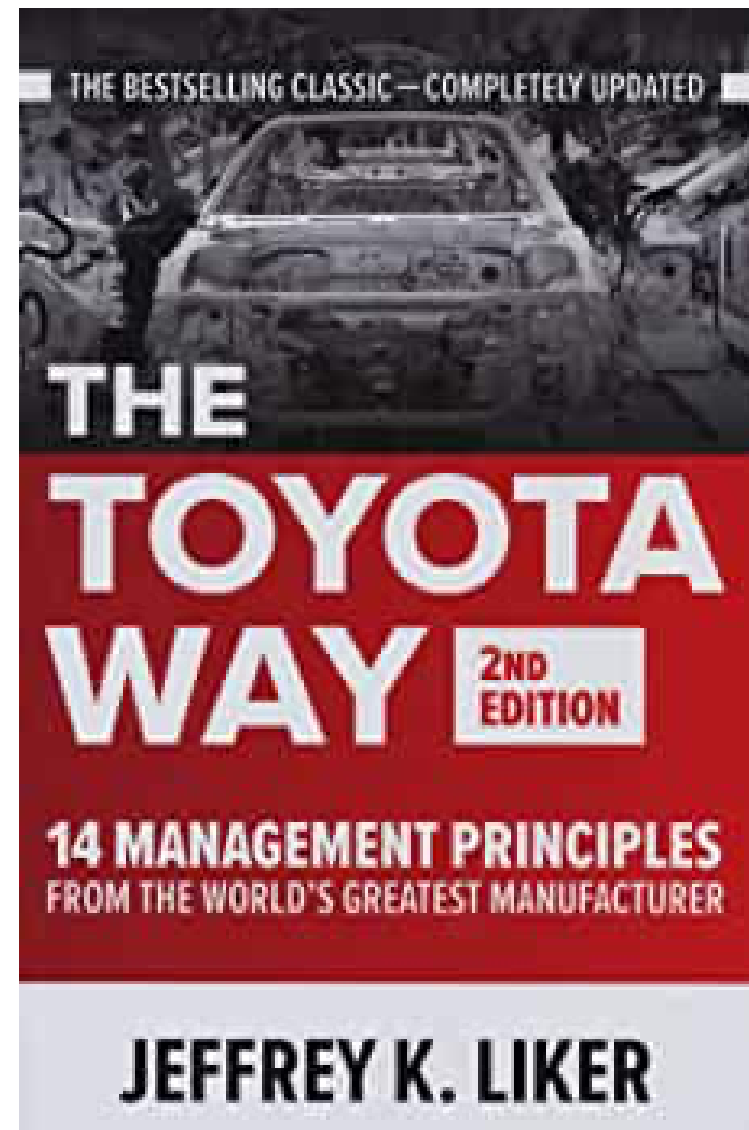
PROCESS



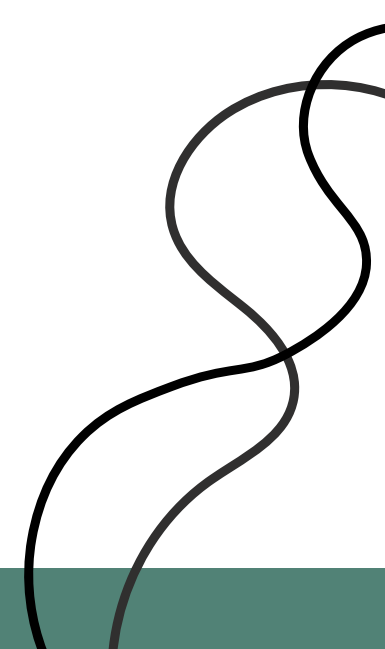
DEVELOPMENT



DR.MOOKTRA THONGVES



D
O
W
N
T
I
M
E





(เรียกในภาษาญี่ปุ่นว่า “มูดา” , “Muda”) มี 8 ประการ



DEFECTS

Waste from a product or service failure to meet customer expectations



OVERPRODUCTION

Waste from making more product than customers demand



WAITING

Waste from time spent waiting for the next process step to occur



UNUSED TALENT

Wastes due to underutilization of people's talents, skills, and knowledge



TRANSPORTATION

Wasted time, resources, and costs when unnecessarily moving products and materials



INVENTORY

Wastes resulting from excess products and materials that aren't processed



MOTION

Wasted time and effort related to unnecessary movements by people



EXTRA-PROCESSING

Wastes related to more work or higher quality than is required



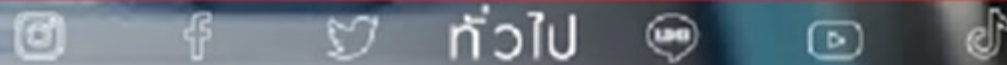
DOWNTIME

D

Defect



ดพชิตลิก

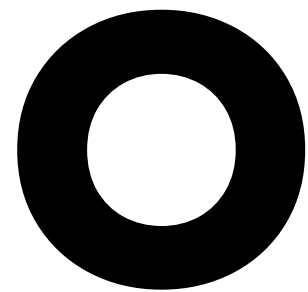




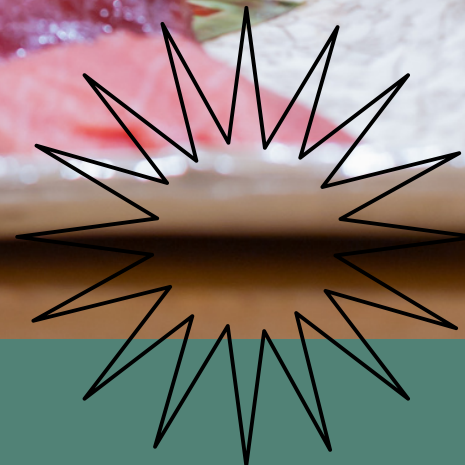
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DOWNTIME



Overproduction





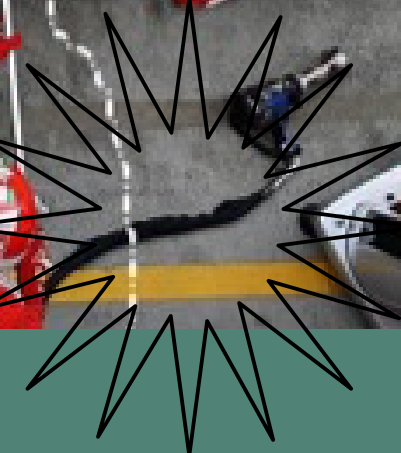
W

Waiting



Lollipop Man

DOWNTIME





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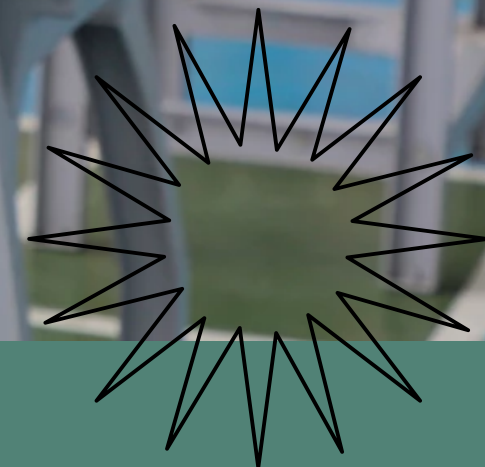


N

Non-utilized Talent



N ONLINE



DOWNTIME

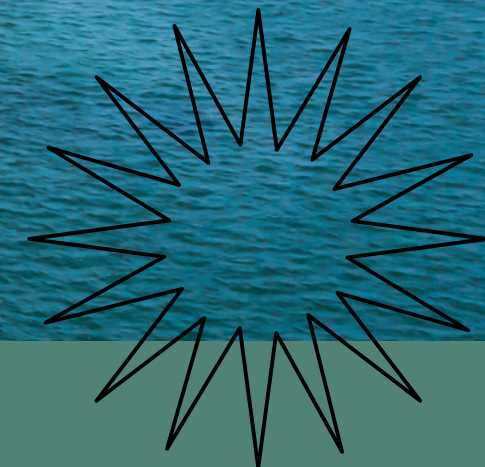


T

Transportation



DOWNTIME





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Inventory

DOWNTIME





M

Motion



DOWNTIME





สุขภาพดี เริ่มต้นที่เวลา

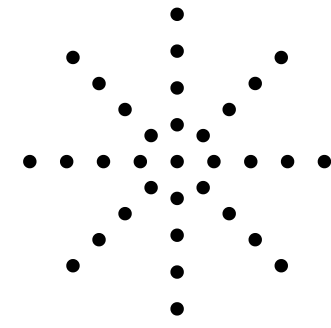


DOWNTIME

E

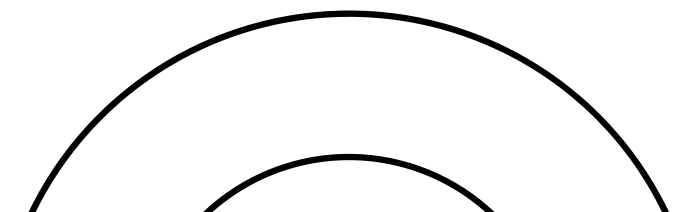
Excess Processing





The specialty of **LEAN**

- LEAN is proven
- LEAN makes sense
- LEAN is accessible
- LEAN is inclusive
- LEAN is for everyone





Case study - Sabina



Time - Barcode



Case study - Nike



Employee - HRM





Case study



Airbnb



Dropbox



Uber



DR.MOOKTRA THONGVES

Q&A

ESM3304 Lean Start-up Methodology





DR.MOOKTRA THONGVES



Assignment 1

หาตัวอย่าง แบนด์ที่สนใจ
ที่ใช้แนวความคิด Lean ในการสร้างธุรกิจแบบเน้นคุณค่า

ให้นักศึกษาวิเคราะห์ เหตุผลประกอบ โดยมีอ้างอิงที่ชัดเจน

อย่างน้อย 5 หน้า A4 พร้อมจัดวางให้สวยงาม
ตามรูปแบบแบนด์นั้นๆ

งานกลุ่ม 4 - 5 คน

