Good afternoon Mrs. Angela:

According to the data provided by Frito-Lay, our team analyzed and evaluated the number of complaints and the statistical data in the production process. First, we analyzed the salt content of the chip. In the past production process, UCL=2.22% and LCL=1.98%, the two indexes are very close to the standard 2.01%+/ - 0.2%. By calculation, we get the new UCL=2.33% and LCL=1.83%, and the Cpk index is equal to 1. The new UCL is higher than the previous maximum, and the LCL is lower than the minimum. In the products produced recently, the salt content control is reduced, and the Cpk index =1, the quality supervisor needs to improve this problem immediately. Second, according to the feedback information of the product after-sale, there are three aspects of the main complaints of consumers: Crushed product, stale products, and burnt chips. The three problems will cause the loss of customer satisfaction, make the consumer experience becomes worse, some consumers will not repurchase this product.

We suggest Frito-Lay should implement a new systems strategy to address the problems of salt content, charred chips, and improved product satisfaction. When issues are identified, the organization should consider procedures to be changed and develop an action plan. Our new strategy is to design a new detection method or change the detection process to improve the accuracy of the measurement, such as randomly selecting a part of potato chips to conduct the analysis again. To improve customer satisfaction, Frito-Lay should train its delivery staff, set up an inspection team to enhance their delivery quality, and let them enter the store for maintenance and spot checks. Second, change the way to package chips. In order to avoid damage during transportation, please install airbags in the cases.

Since the new system would take care of the quality of the product, the area of questioning to explore with the consultant team would be the handling of the final product to avoid breakage and going bad. How will the consulting firm ensure that the product reaches the consumers in the same quality that it was produced?

If you have any questions or feedback, please let me know. I will answer it or make changes.

I look forward to hearing from you soon.

Sincerely,