



ASIAN INSTITUTE OF MANAGEMENT

presents



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OPERATIONS MANAGEMENT

PT. INDORAMA SYNTHETICS

PT Indorama Synthetics manufactures and markets polyester filament yarn, fiber, chips, and fabrics. Its products are exported to high end markets all over the world.

Indorama's main objective is customer satisfaction through quality and timely delivery. Customer relationship is proactive and interactive as Indorama builds trust, identifies customer needs, presents solutions to their problems, and improves productivity by offering differentiated products.

The company has a well-defined quality policy. It is the only firm in Indonesia with ISO 9002 Certification for quality systems for polyester and spun yarns. Quality control checks start with receipt of raw materials and other accessories, in-process quality checks, finished product inspection, and on-line monitoring and control throughout the total operation for timely prevention and corrective actions. Quality audits have confirmed that Indorama has not only maintained but also improved systems that were initially certified.

External quality indices form vital indicators of quality improvement. The company enjoys continuous reduction of customer complaints, returns, and claims. The bar coding system on finished products allows Indorama to trace the date, shift of manufacture, and production/quality control personnel accountable for the product.

The company is acknowledged as the industry leader for its continuous growth, state-of-the-art technology, efficient and cost-effective production, high market share, wide product range, niche marketing, diversified markets, committed delivery, proactive customer service, competitive prices, and motivated manpower. Indorama has been certified by Zimmer AG of Germany, Tsudakoma Corporation of Japan, Forbes Magazine, and Asia Money for its management and high level operation.

From its humble beginnings in 1976, Indorama has become Indonesia's largest polyester producer and leading exporter of spun yarns.

