



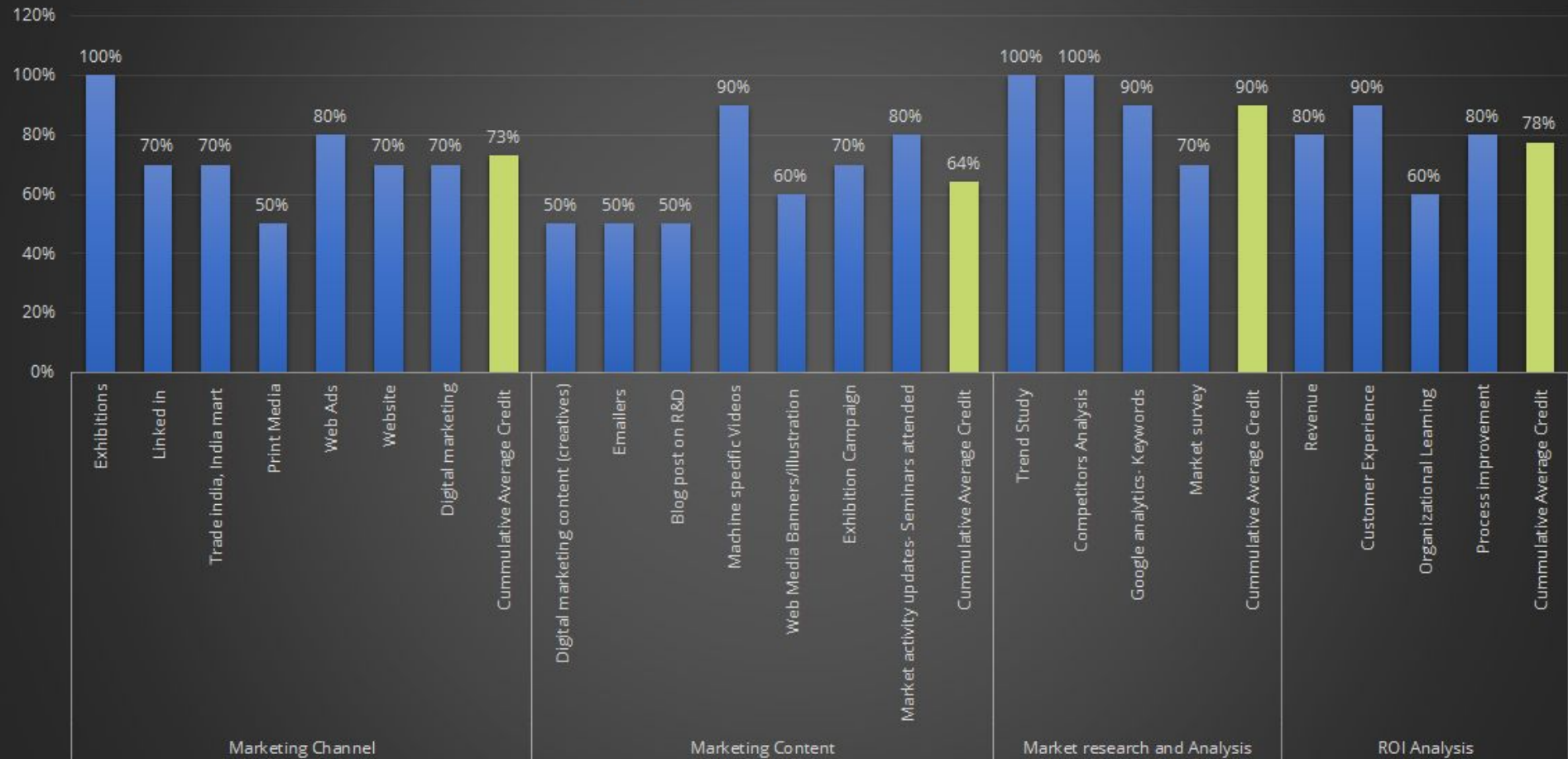
## DESIGN AUDIT CATEGORIES

- Marketing
- Corporate decision and strategy
- Business Identity
- Manufacturing/Production/Processes

# Design Audit Parameters

MARKETING DECISION				
Parameters	Sub parameters	Scope/Priority	Impact	Credits
Marketing Channel	Exhibitions	5	5	100%
	Linked in	4	3	70%
	Trade india, India mart	3	4	70%
	Print Media	3	2	50%
	Web Ads	4	4	80%
	Website	4	3	70%
	Digital marketing	4	3	70%
	<b>Cummulative Average Credit</b>			<b>73%</b>
Marketing Content	Digital marketing content (creatives)	3	2	50%
	Emailers	3	2	50%
	Blog post on R&D	3	2	50%
	Machine specific Videos	5	4	90%
	Web Media Banners/illustration	3	3	60%
	Exhibition Campaign	3	4	70%
	Market activity updates- Seminars attended	4	4	80%
	<b>Cummulative Average Credit</b>			<b>64%</b>
Market research and Analysis	Trend Study	5	5	100%
	Competitors Analysis	5	5	100%
	Google analytics- Keywords	4	5	90%
	Market survey	4	3	70%
	<b>Cummulative Average Credit</b>			<b>90%</b>
ROI Analysis	Revenue	4	4	80%
	Customer Experience	4	5	90%
	Organizational Learning	3	3	60%
	Process improvement	4	4	80%
	<b>Cummulative Average Credit</b>			<b>78%</b>

# Marketing Decision Credits



## Design Audit Parameters

Company Management & Strategy				
Parameters	Sub parameters	Scope/Priority	Impact	Credits
Brand Perception	Clarity of Brand Values	5	5	100%
	Vison Clarity	4	3	70%
	Unique Selling Proposition	5	3	80%
	<b>Cummulative Average Credit</b>			<b>83%</b>
Internal Competency	Competence Acquisition	3	4	70%
	Intangible Resources/Intellectual capita	4	3	70%
	<b>Cummulative Average Credit</b>			<b>70%</b>
Leadership	Organizational Awareness	3	4	70%
	Relationship Management	4	5	90%
	Self Management	4	2	60%
	<b>Cummulative Average Credit</b>			<b>73%</b>
Innovation Adaption	Research & Development Cost allocatio	3	3	60%
	R&D projects	4	4	80%
	<b>Cummulative Average Credit</b>			<b>71%</b>
Orderliness, Safety and Environment	Metric for health and safety measures	3	3	60%
	Hazard precaution metrics	3	3	60%
	<b>Cummulative Average Credit</b>			<b>64%</b>

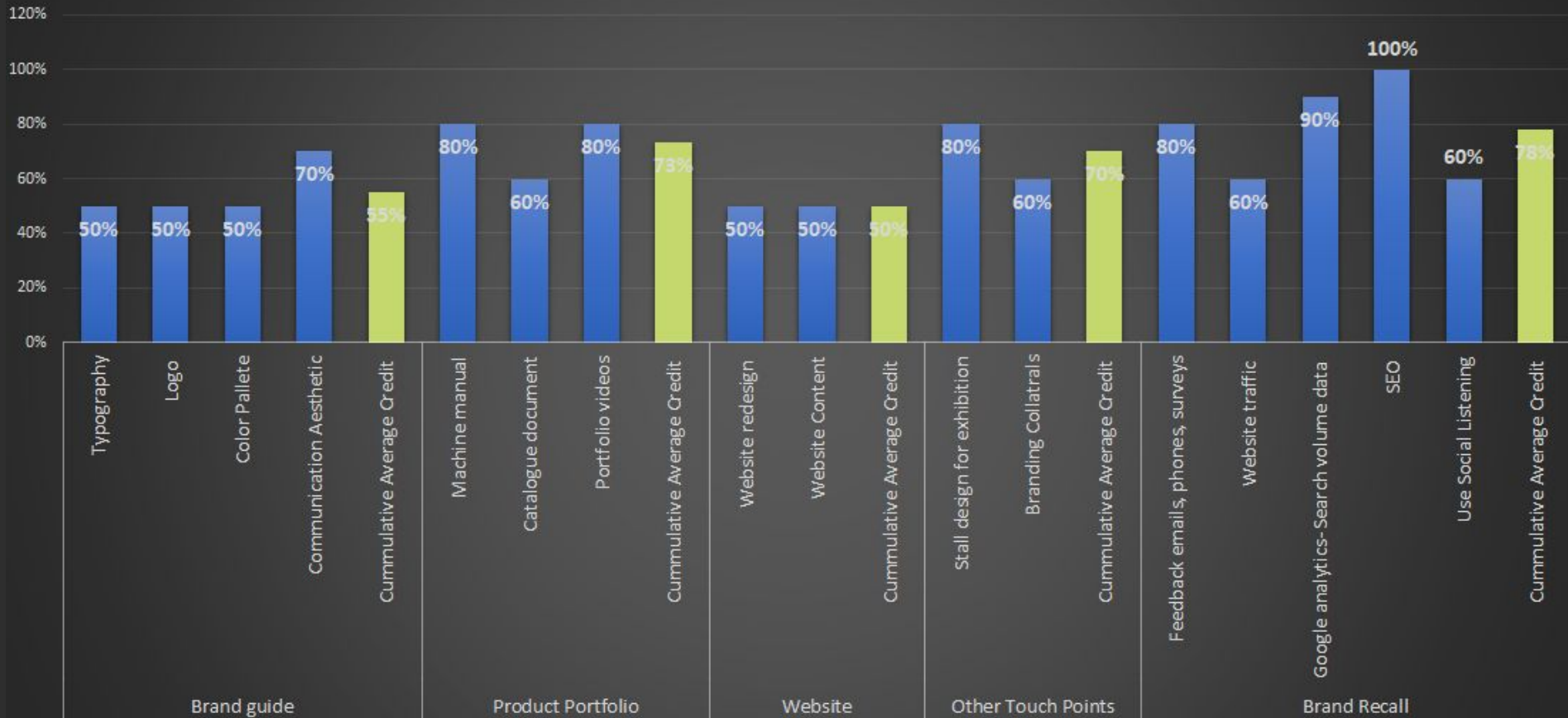
# Company Management & Strategy Credits



## Design Audit Parameters

Business Identity				
Parameters	Sub parameters	Scope/Priority	Impact	Credits
Brand guide	Typography	3	2	50%
	Logo	3	2	50%
	Color Pallete	3	2	50%
	Communication Aesthetic	4	3	70%
	<b>Cummulative Average Credit</b>			<b>55%</b>
Product Portfolio	Machine manual	4	4	80%
	Catalogue document	3	3	60%
	Portfolio videos	4	4	80%
	<b>Cummulative Average Credit</b>			<b>73%</b>
Website	Website redesign	3	2	50%
	Website Content	3	2	50%
	<b>Cummulative Average Credit</b>			<b>50%</b>
Other Touch Points	Stall design for exhibition	4	4	80%
	Branding Collatrals	4	2	60%
	<b>Cummulative Average Credit</b>			<b>70%</b>
Brand Recall	Feedback emails, phones, surveys	4	4	80%
	Website traffic	3	3	60%
	Google analytics- Search volume d	4	5	90%
	SEO	5	5	100%
	Use Social Listening	3	3	60%
	<b>Cummulative Average Credit</b>			<b>78%</b>

# Business Identity Credits

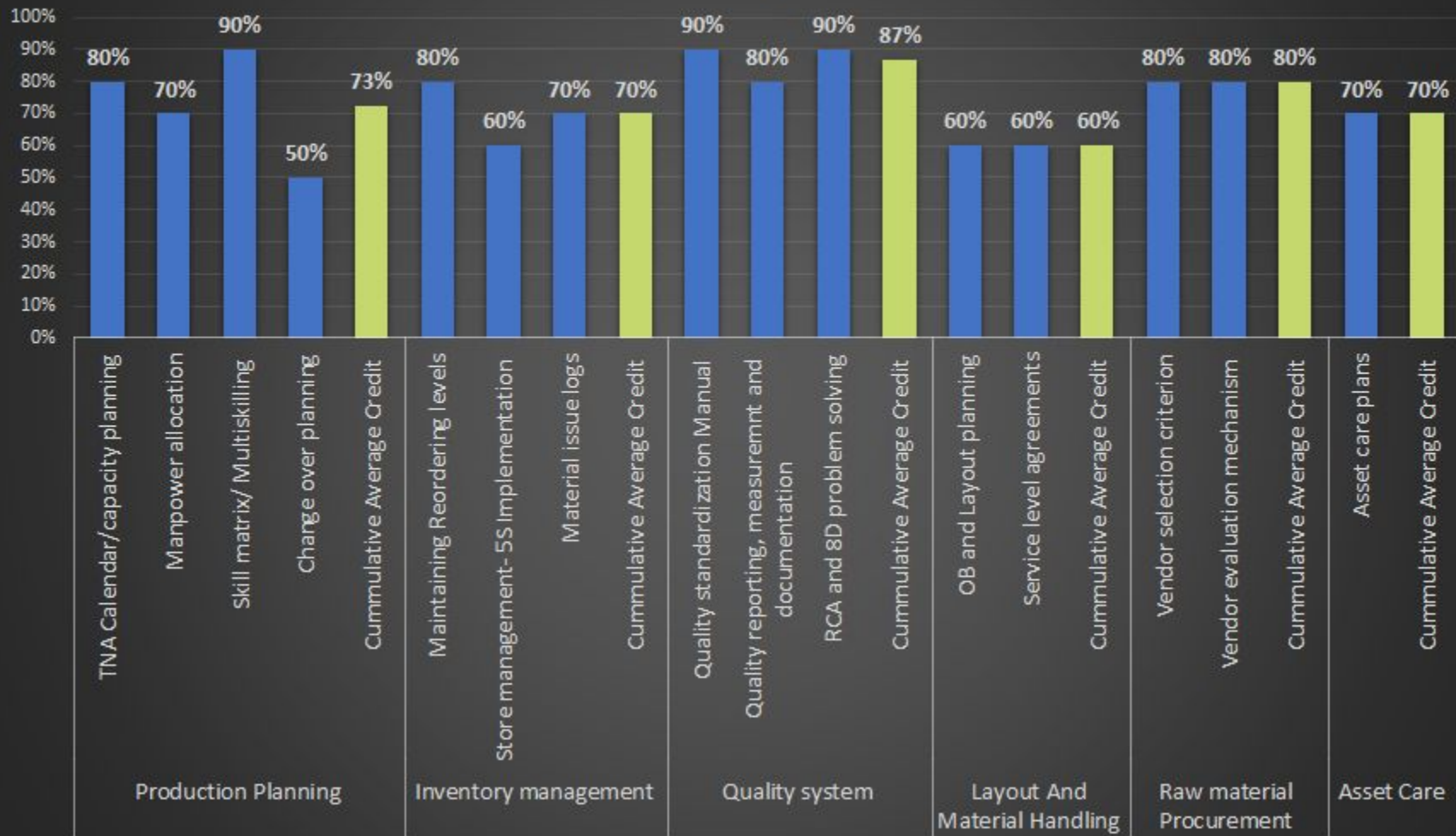


# Design Audit Parameters

Manufacturing/ Production/ Processes				
Parameters	Sub parameters	Scope/Priority	Impact	Credits
Production Planning	TNA Calendar/capacity planning	3	5	80%
	Manpower allocation	3	4	70%
	Skill matrix/ Multiskilling	5	4	90%
	Change over planning	2	3	50%
	<b>Cummulative Average Credit</b>			<b>73%</b>
Inventory management	Maintaining Reordering levels	4	4	80%
	Store management- 5S Implementation	3	3	60%
	Material issue logs	4	3	70%
	<b>Cummulative Average Credit</b>			<b>70%</b>
Quality system	Quality standardization Manual	4	5	90%
	Quality reporting, measuremnt and doc	4	4	80%
	RCA and 8D problem solving	4	5	90%
	<b>Cummulative Average Credit</b>			<b>87%</b>
Layout And Material Handling	OB and Layout planning	3	3	60%
	Service level agreements	3	3	60%
	<b>Cummulative Average Credit</b>			<b>60%</b>
Raw material Procurement	Vendor selection criterion	4	4	80%
	Vendor evaluation mechanism	4	4	80%
	<b>Cummulative Average Credit</b>			<b>80%</b>
Asset Care	Asset care plans	3	4	70%
	<b>Cummulative Average Credit</b>			<b>70%</b>



# Manufacturing Credits



# Design Audit Parameters

Design Audit Parameters	Categories	Credits	Priority Levels
Quality system	Manufacturing/ production/ processes	87%	<b>Essential priority</b>
Raw material Procurement	Manufacturing/ production/ processes	80%	<b>Essential priority</b>
Marketing Decision	Marketing	76%	<b>Essential priority</b>
Production Planning	Manufacturing/ production/ processes	73%	<b>High priority</b>
Innovation Adoption	Corporate decisions/ Strategy	71%	<b>High priority</b>
Internal Competency	Corporate decisions/ Strategy	70%	<b>High priority</b>
Asset Care	Manufacturing/ production/ processes	70%	<b>High priority</b>
Inventory management	Manufacturing/ production/ processes	70%	<b>High priority</b>
Orderliness, Safety and Environment	Corporate decisions/ Strategy	64%	<b>Moderate priority</b>
Layout And Material Handling	Manufacturing/ production/ processes	60%	<b>Moderate priority</b>
Business Identity	Communication activities	54%	<b>Neutral</b>

Priority levels were created based on the Impact credit scores.

The projects should be taken up based on criticality level of the audited category.