



## COMPANY PROFILE

SME Name  
**CV Tashinda Putraprima**

location  
**Jl. Bibis, Ds. Kulon  
Gangin, Tamantirti, Kasihan, Bantul**

Established  
**1995**

Products  
**Handcrafts and Furniture**

Target Market  
**International**



“SCORE plays an excellent role in improving the productivity and efficiency in our company. To have a big success in the future I hope that our sub contractors can also implement SCORE “

**Johni Sahlan**  
*Owner of CV Tashinda Putraprima*

## BUSINESS IMPROVEMENT BY IMPLEMENTING SCORE

CV Tashinda Putraprima has the vision to become the most respected producer of home decoration products. This vision is very much in line with the initial business concept as a manufacturer and exporter. Tashinda, established in 1995, chooses international market as its sales goal. Currently, Tashinda exports its home decor products to major countries such as United States, South Africa, Middle East and Asian countries. Within years its target of being the leader in this industry is likely to be achieved.

To become the best, Tashinda has been facing challenges that are not easy to deal with. One of them is how to be a productive and efficient company but yet still generates valuable and good products.

“Tashinda has been facing increasing market challenges and tough competition with both local and international companies. How to stay competitive while doing efficiency is a question” said Johni Sahlan, owner of Tashinda.

The emergence of above question would be a sign for Johni and the entire team of Tashinda to immediately remanage and reshape their production. The improvement starts from thinking how they are able to work efficiently and effectively while improving productivity. To answer that question Johni was introduced to SCORE Program by Business & Export Development Organization (BEDO) and Business Service Association of Indonesia (ABDSI). Having seen BEDO & ABDSI’s presentation on SCORE Program, Tashinda finally joined the program in September 2016. Through SCORE program Johni found his question on efficiency and productivity answered. SCORE implementation was started at Tashinda by selecting the problem that has the biggest impact in production.

### Rejected Products Bring Benefit

The first thing Tashinda did after SCORE implemented was to improve and re-manage warehouse’s layout. Warehouse arrangement became one



Morning Briefing



Tree of Ideas

## WHAT THEY SAY

“SCORE has shifted our idea of building additional warehouse. Instead of building a new one we improve and remanage the old one. We have rearranged our previous warehouse to become wider and tidier. We can also identify outdated and rejected products to be sold and finally bring benefit “

**Ana**

*Marketing Staff*

“The benefits of SCORE for Tashinda’s workers are huge. We often organize training for workers on how to be creative”

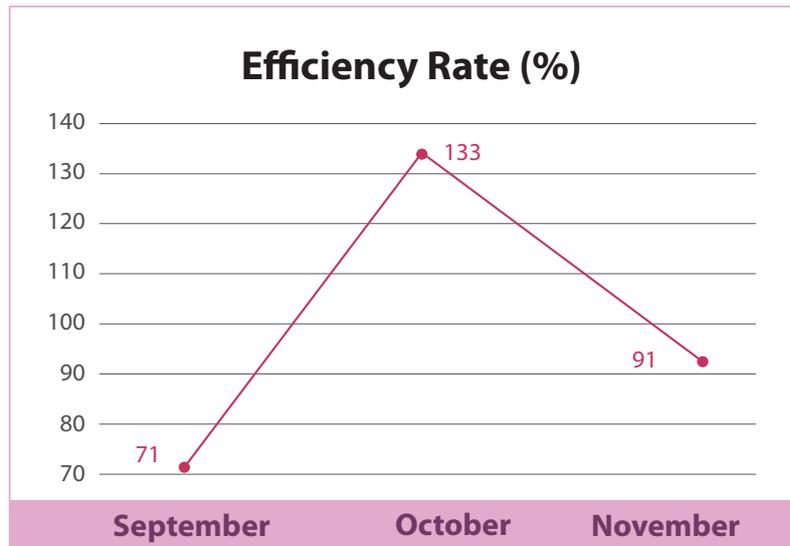
**Nurgiyanto**

*Worker at Production*

“SCORE is well implemented by management and all workers at Tashinda. This makes communication between management and workers improved and brings positive vibe to the working environment”

**Sri Nawangsih**

*SCORE Instructor from Training and Productivity Development Center DI Yogyakarta*



of the major obstacles for workers to be able to work efficiently and effectively. Workers had difficulty to put the products in warehouse that was messy and overloaded with outdated and rejected products. “Previously we asked the company to build additional warehouse that could store the remaining and new products” said Anna, Marketing Staff.

This request was rejected by Johni because he considered that the additional warehouse will only cost money without bringing any added values to the products. When SCORE is implemented to re-manage warehouse the results are quite satisfactory particularly when 5S was done. 5S makes warehouse becomes wider and tidier. Outdated and rejected products were identified and new products can be stored. Enterprise

Improvement Team (EIT) established a cooperative where outdated and rejected products can be sold. The products are sold through exhibitions and online. This cooperation becomes successful. The products were sold out and brought seven million rupiah into EIT account. “SCORE has shifted our idea of building additional warehouse. Instead of building a new one we improve and remanage the old one. We have rearranged our previous warehouse to become wider and tidier. We can also identify outdated and rejected products to be sold and finally bring benefit “ Ana continued.

**Increased Efficiency of the Company**

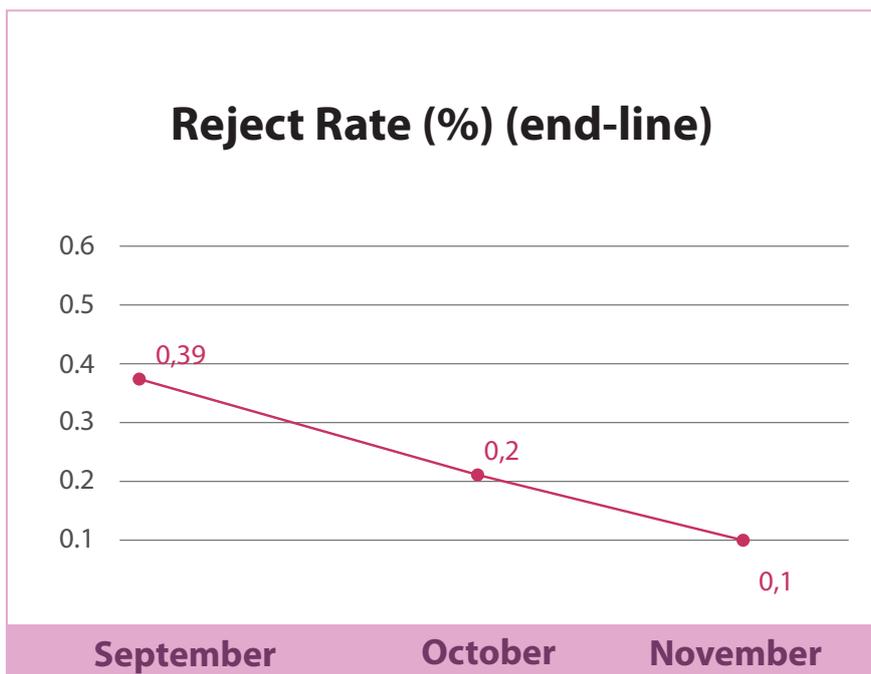


Production Area

SCORE implementation also affects on reducing the reject rate. The reject rate reached 0.39% in September 2016 but it decreased to 0,13% in November 2016. The current condition of warehouse that is clean and tidy contributed to the decreasing of reject rate. Though the implementation of SCORE has brought positive impact, Tashinda still faces another challenge to lower the reject rate that occurs at its sub contractors who has not yet implemented SCORE. Johni hopes that these sub contractors who produce semi-finished goods for Tashinda may soon be able to implement SCORE. "SCORE plays an excellent role in improving the productivity and efficiency in our company. To have a big success in the future I hope that our sub contractors can also implement SCORE" continued Johni.

In addition, number of worker's activities associated with production such as training and regular morning briefings has been increased after SCORE was implemented. "The benefits of SCORE program for Tashinda's workers are huge. We often organize training for workers on how to be creative" said Nurgiyanto, Worker at Production. Through SCORE program, workers cleaned and rearranged the warehouse, created & colored the walking lanes and built additional facilities such as toilet. These activities has contributed to the improvement of company's efficiency rate that increased from 71% in September 2016 to

91% In November 2016. "SCORE is well implemented by management and all workers at Tashinda. This makes communication between management and workers improved and brings positive vibe to the working environment" said Sri Nawangsih, SCORE Instructor from Training and Productivity Development Center DI Yogyakarta. Currently after SCORE implementation, with 85 employees, Tashinda is ready to be the best in the Industry.





**BEFORE**



**BEFORE**



Workers created walking lanes inside the warehouse as the result of SCORE implementation

**BEFORE**



**BEFORE**



Workers at Tashinda have done 5S at the warehouse. The warehouse becomes wider and tidier.



The SCORE program is a training program initiated by ILO and funded by Swiss Secretariat for Economics Affairs (SECO) & Norwegian Agency for Development (NORAD). This program was developed and implemented by Ministry of Manpower Indonesia, Indonesian Employers Association (APINDO), The Confederation of Trade Unions and ILO.



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