Dr. B. Sampath Kumar has published case study titled **"Brewing Success: A Case Study on the Implementation of Scientific Management in Aroma Coffee Can, New Delhi Mall".** This case study is used for first year MBA students for **Principles of Management.**

CASE STUDY 8

Sanjay started Aroma Coffee Can, a coffee shop in a well-known New Delhi mall, after finishing his entrepreneurship course there. The unique scent of the coffee and the vast selection of tastes were the coffee shop's specialties. The company was somehow neither successful nor well-liked. Sanjay was eager to learn the cause. To ascertain the reasons behind the same, he hired Sandhya, an MBA from a reputable college, as a Manager. After asking for feedback from the customers, Sandhya learned that while they like the distinctive scent of the coffee, they were not pleased with the lengthy wait time required to complete the transaction. She conducted an analysis and discovered that there were several pointless barriers that might be removed. She established a regular time for completing the order. She also became aware of some tastes whose demand was insufficient. She also made the decision to discontinue selling certain tastes. Sandhya was able to draw in clients as a consequence in a short time.

DISCUSSION

1. **Describe any two scientific management methods Sandhya employed to address the issue.**

The two techniques of scientific management used by Sandhya to solve the problem are: (any two)

a) Time study: It aims to establish the typical time required to complete a well specified task. The goal of a time study is to estimate the required workforce, create acceptable incentive programmes, and calculate labour expenses. The standard time is determined for the entire task by obtaining several readings while utilising time measuring equipment for each component of the activity.

b) Standardization and Simplification: Eliminating unnecessary variation in items' types, sizes, and measurements is the goal of simplification. It not only lowers inventory but also lowers labour, equipment, and tool costs. Thus, by assuring optimal resource utilization, it contributes to an increase in turnover.

c) Motion study: Motion study is the study of a worker's limb motions while doing a certain activity. It aims to categorize all of these movements into the following three groups:

i) Motions which are required

ii) Motions which are necessary

iii) Motions which are incidental