

# X- Matrix Best Practice

*20<sup>th</sup> Jan 2018*



# Corporate Operations



Raya Trade



Raya Information Technology



Raya Contact Center



Raya Smart Buildings



BariQ



Ostool



Raya Restaurants



Raya International Services



Raya Data Center

Startups 2017

Raya Foods

Raya Manufacturing & Exports

Aman Retail & Consumer Finance



8,000  
EMPLOYEES

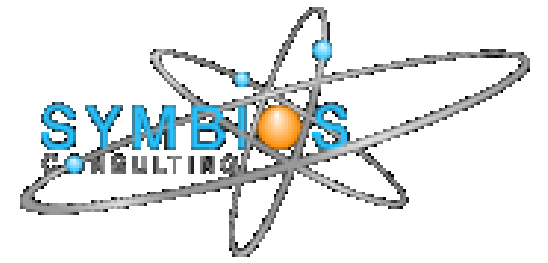


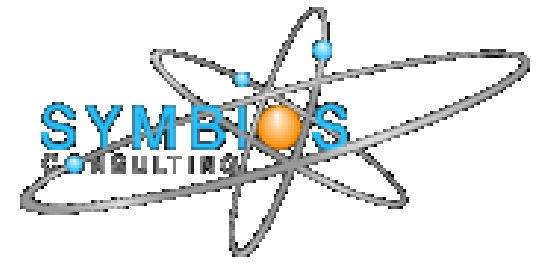
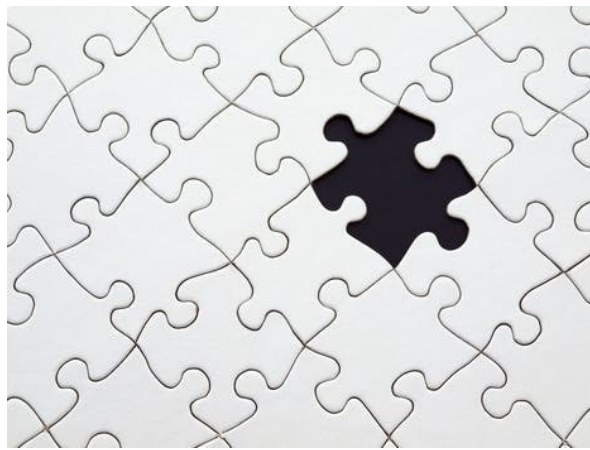
First Recycled PET Manufacture in the Middle East and Africa  
PET Post Consumed bottles to PET resin





# Strategy Deployment using X Matrix

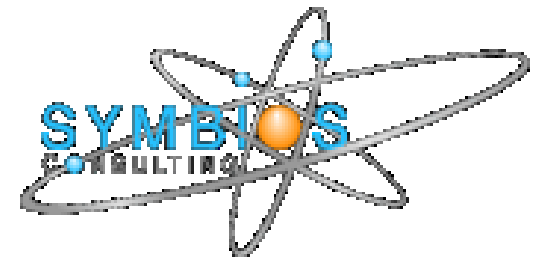




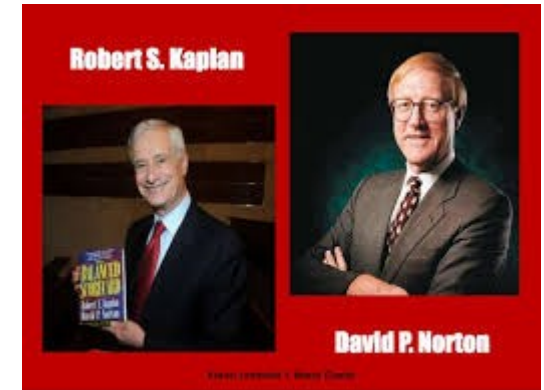
Vision without action is just daydreaming and action without vision is just passing the time

Good planning involves both vision (strategy) and action (deployment)





- In their book The Balanced Scorecard, authors David Norton and Robert Kaplan note that 90 percent of organizations fail to execute their strategies successfully.





# Why Strategy Deployment using X- Matrix?

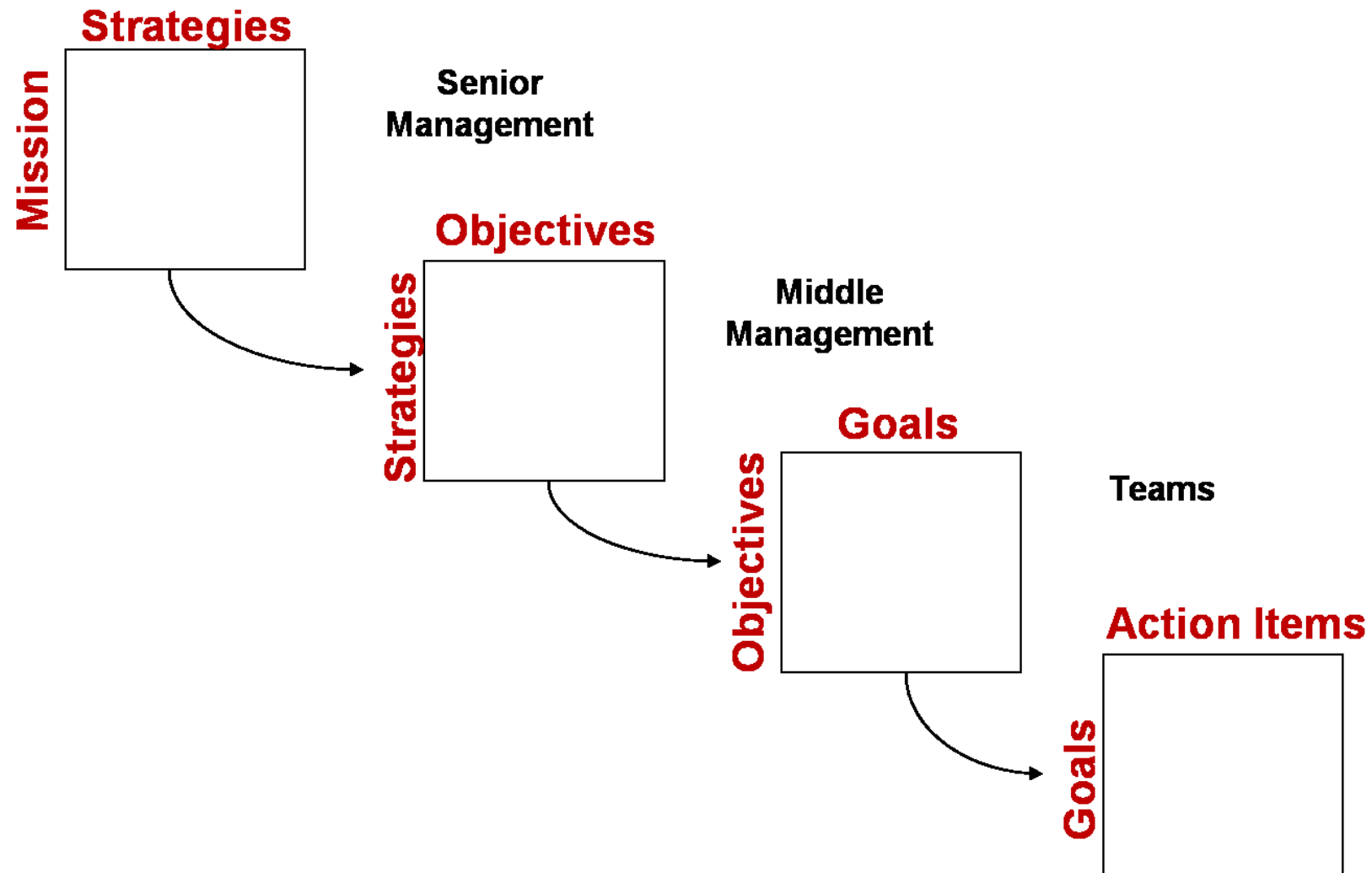
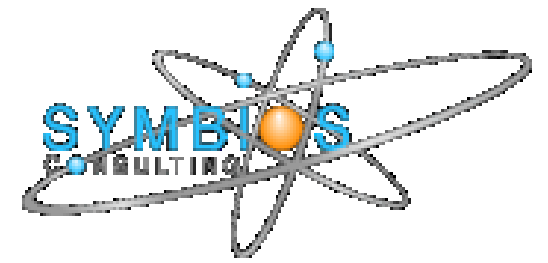
- The new economy has opened great business opportunities—and great chaos. We are facing exponential changes in all aspects of business in some areas.
- Worldwide companies report that 70% of all change initiatives have failed to meet required targets

# Reasons for success

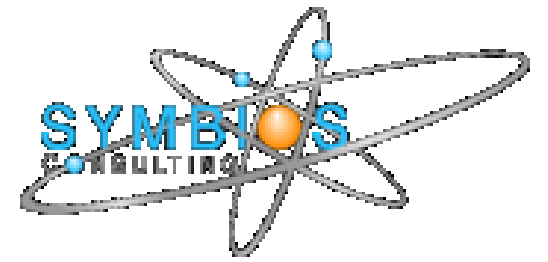
1. Know How
2. Pay for
3. Want to





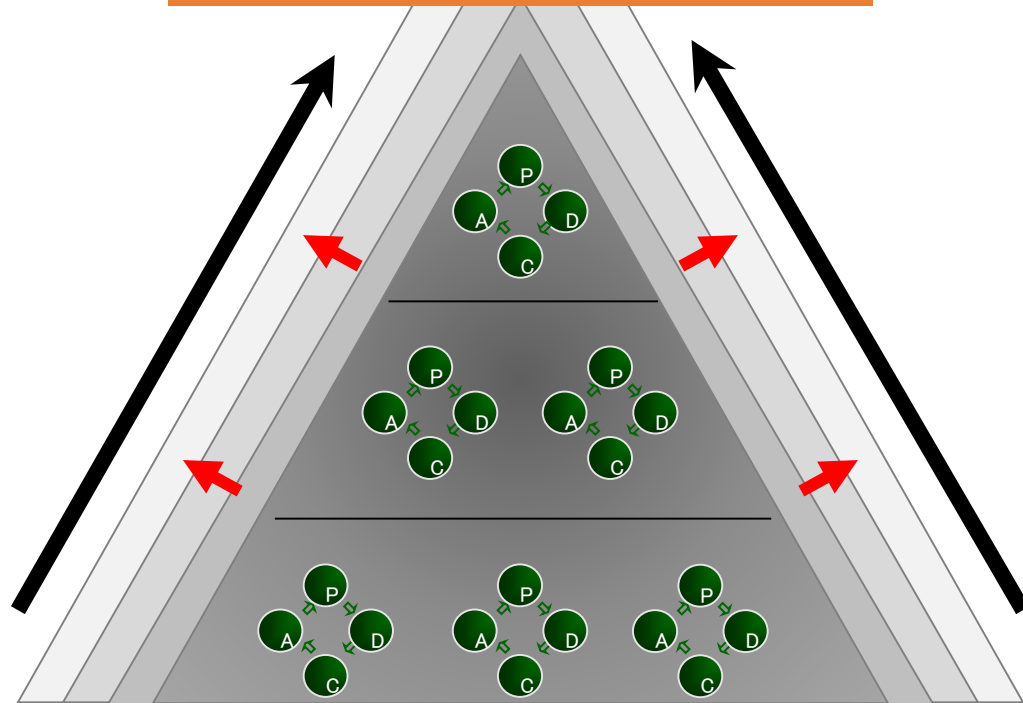


# Hoshin Kanri Overview



*Relationship between contents*

*Long-term prosperity and growth as an organization*



*Hoshin Kanri*

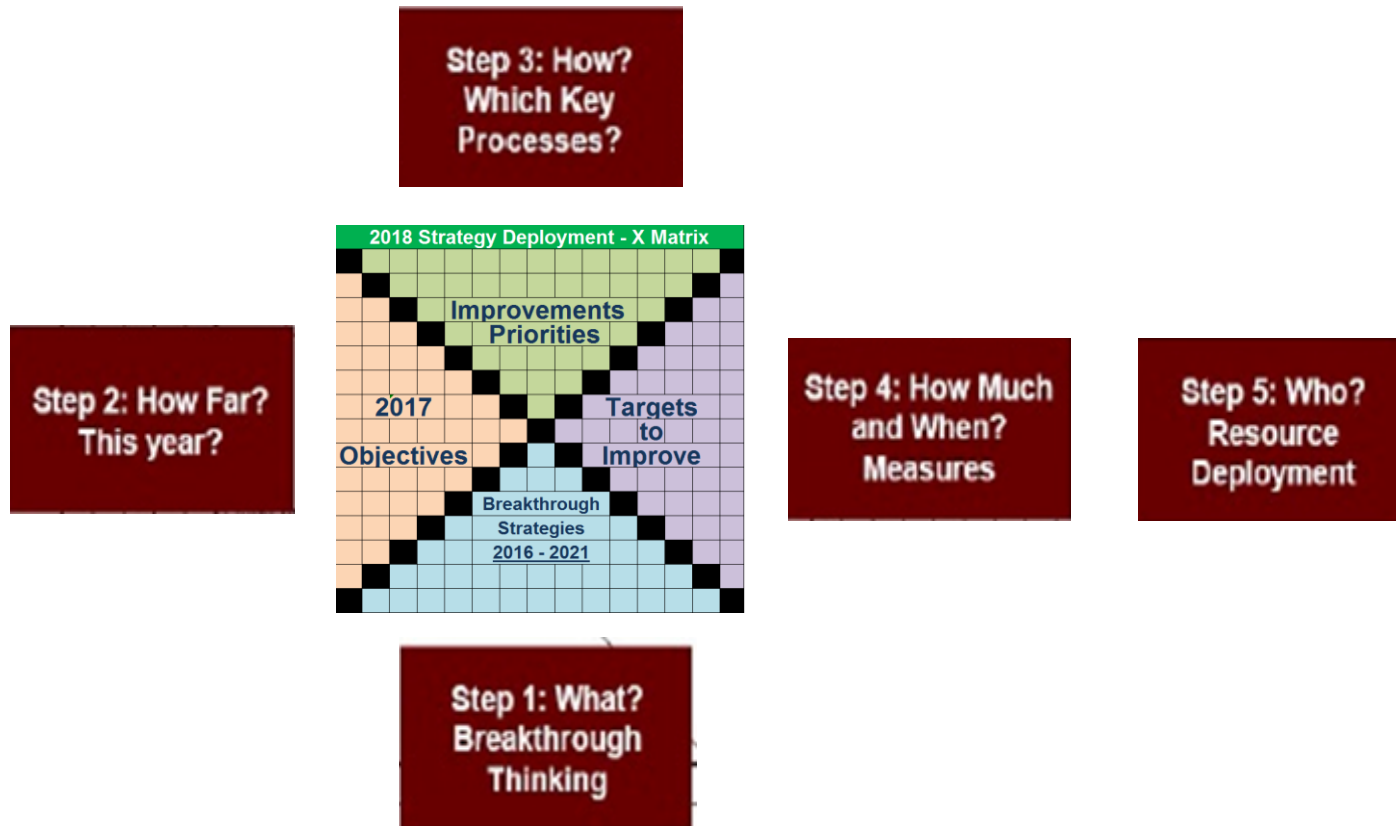
方针 管理

Hoshin = Direction

Kanri = Execution

# X-Matrix 5 Steps

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- BOD / Management Vision

- PEST Analysis
- Harnessing Trends
- SWOT Analysis
- Balance Score Cards
- Strategy Maps

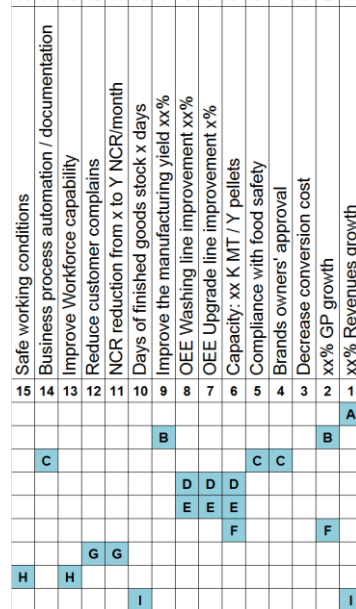


A	xx% Revenue Compound Growth Rate
B	xx% GP Compound Growth Rate
C	World class manufacturer
D	Capacity: xx K MT / Y pellets
E	Decrease conversion cost
F	Improving sourcing channels
G	Customer Satisfaction
H	Employee satisfaction
I	Revenue per head: EGP xx M / Y

Step 1: What?  
Breakthrough  
Thinking







A	xx% Revenue Compound Growth Rate
B	xx% GP Compound Growth Rate
C	World class manufacturer
D	Capacity: xx K MT / Y pellets
E	Decrease conversion cost
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G	Customer Satisfaction
H	Employee satisfaction
I	Revenue per head: EGP xx M / Y

Function	Relative Value (Estimated)
Supply Chain	1.0
Production	1.0
Maintenance	1.0
Sales	1.0
Quality	1.0
Certifications	1.0
Training	1.0
Safety	1.0

- FMEA
- Kaizen
- Regression Models
- Lean projects
- Six Sigma projects
- LAT



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X- Matrix _ Projects	
1	Lean Six Sigma _changeover time
2	Lean six sigma _Improve waste 1
3	Lean six sigma _Improve waste 2
4	Lean six sigma _Improve waste 3
5	Lean six sigma _Improve waste 4
6	Lean six sigma _ Regression model 1
7	Lean six sigma _Regression model 2
8	Lean green belt _ Improve section 1
9	Lean green belt _Reduce lead time
10	Lean green belt _ Improve yield factor
11	Improve row material quality
12	Reduce spare parts shortages
13	increase raw material availability
14	Decrease spare parts cost
15	Production Line Capacity study
16	Improve section 2
17	Certification 1
18	Approval from customer 1
19	Approval from customer 2
20	Certification 2
21	Utilities cost reduction
22	Production line upgrade
23	Lean six sigma trainings
24	5S
25	SOP 1
26	SOP 2
27	Generate Flexibility Charts
28	Business process flow charts updates
29	Certification 3
30	Planned maintenance
31	Operate & maintain
32	PFMEA implementation
33	Measurement system analysis
34	Visualization
35	Emergency plan update

2018 Strategy Deployment - X Matrix

Improvements Priorities

2017 Objectives

Targets to Improve

Breakthrough Strategies

2016 - 2021

2015 - 2020

A	xx% Revenue Compound Growth Rate
B	xx% GP Compound Growth Rate
C	World class manufacturer
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Pillars				
2				
2				
2				
2				
2			5	
			5	
2				
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				6
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1				
1				
		3		
			4	
				5
				5
1				
1				

	1	2	3	4	5	6
	Pillars					
Stability Creation						
Focused Improvement						
Planned Maintenance						
Operate & Maintain						
Quality Planning						
Planning & Control						

### Step 4: How Much and When? Measures

- Operational Pillars
- LAT Score
- KPIs





Thank You

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