

Activity:

The Airport Coffee Shop



YOU'RE the concessionaire of a busy coffee shop renting a 10-square meter space inside a cramped, but busy international airport. Rent is very expensive. However, business has been so good since you started opening the shop two months ago. Almost every day, the shop is full of customers who would customarily nurse their coffee as they wait for the arrival and departure of their flight. It is very convenient for your customers as the shop is within the viewing distance of a nearby flight monitor. However, the shop can only accommodate ten seated customers at any given time, leaving no seats for other customers, resulting in lost opportunities for the business. Even customers who prefer take-home coffees are discouraged by the set-up of your shop.

Discuss the problem with your team. If not solved, what are its quantifiable and unquantifiable costs to your business? Brainstorm all possible solutions. Choose the best option or options. Then, seek the consensus and commitment of everyone in your team. Remember, you don't have to spend big money to solve problems.

NOTE: This activity sheet is used to stimulate the minds of participants to identify problems and solve those using only low-cost and common-sense solutions, which is the main idea behind Rey Elbo's Kaizen Blitz program that is helping many organizations in reducing invisible wastes in their operations. Average value of savings is P121 million for the first year alone. However, this can only be done with the help of an army of problem-solvers, composed of all workers. This activity is also found in Rey Elbo's 2017 book titled "Total Quality by Maximization."