NEW APPROACH FOR BUSINESS MANAGEMENT SYSTEMS: ACTION BASED BUSINESS MANAGEMENT (ABBM)

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—Abstract—
This paper presents a new approach for controlling and organizing of business management systems. In this regards, Hisarlar A.Ş.’s Action Based Business Management (ABBM) are discussed and compared with other conventional business management systems as a new approach. The Deming procedures are Keystone of the ABBM software and system, which is PDCA. ABBM aims at effective running company management. Thus, uncertainties of job description, time and mass losses decreased and personal’s performance analysis increased by this new business management approach.

Key Words: Management, ABBM, PDCA, Organization
1. INTRODUCTION

Organizations use different methodologies for implementing a quality management and improvement. The methodologies have different names such as TQM (Total Quality Management), Six Sigma, BPR (Business Process Re-engineering), Operational Excellence or Business Excellence. Main target of these methodologies is mostly quality service’s providing cheaper than before.

Results of technological developments, increasing the desire to provide quality service and the limitation of resources reveal to companies that produce products or services do hold the submission of better quality and cheaper services has made it necessary. A product or service can’t present cheaper than the previous one, without change business management or production methodologies. Under the circumstances, this article submitted a new approach and perspective for business managements.

2. DEMING CYCLE AND ITS OPEN ISSUE ON THE OPERATION

In many organizations today, the PDCA (plan-do-check-act) or PDSA (plan-do-study-act) process is utilized and applied to improve processes in production or customer service (Maruta, 2012).

The plan-do-check-act (PDCA) cycle is a well-known system for application of TQM total quality management. Some quality improvement operating at organizations is done with PDCA.

The PDCA cycle is known by two other names, the Shewhart cycle and Deming cycle, also. Walter A. Shewhart first discussed the concept of PDCA in 1939 (Shewhart, 1986). Deming then later revised and developed this concept to cyclical process. The revised PDCA cycle, shown in Figure 1 (Johnson, 2002), it is configured into a four-step cycle to incorporate process improvements for design, production, sales and research.

The PDCA cycle have four steps for improvement or change;

Step 1 – Plan: Planning the change, opportunities and conditions via using statistical entries as Pareto diagrams, cause and effects diagrams, graphs etc.

Step 2 – Do: Process for initiating solutions,

Step 3 – Check: Review done facts, analyze the results of tests and identify gains,
Step 4 – Act: Take action based on learned fact of check step. If the change was successful, incorporate the learnings and gains into wider change. If not, go though the cycle again with a different plan.

Figure-1: Plan-Do-Check-Act (PDCA) Cycle Procedure (Johnson, 2002)

3. NEW APPROACH: ACTION BASED BUSINESS MANAGEMENT

Companies, for a long time, simply needed just the body and that body happened to have a brain. Today, numerous companies need brainpower, and those brains happen to have bodies. In other words, brainpower distinguishes oneself at companies and business management.

Employee is the key figure of company or organizations at ABBM System. It is substructure that the employees progress together as a collective unit and attend evenly towards the realization of a common goal. Ideals or targets can’t be completed if the employees engaged in conflicts and misunderstandings. Other hand, as a sociological perspective, an employee work for oneself firstly. For this reason, employees will must be joining to progress via a system as more efficiently. As a reformation culture, an organization must be designed for employees perform synchronized.
In addition, managements brings people together on a common platform them so that they achieve their desired targets without fighting with each other. However, on the progress, sometimes coordination of between the PDCA steps not ensure, serious managerial problems occur based on non-compliance of PDCA steps with work steps and diagrams. Main reason of these disagreements and unidentifiabilities are non-oriented employees on the management methods.

For this purpose and reduce above mentioned problems; Hisarlar A.Ş. developed the action based business management (ABBM) as new approach for management of organization. It is a customer and human oriented performance management system, that can help to organization achieve fast and competitive business results with the participation of all employees using the assets of the company. Main ideas of ABBM are fast and effective running and working of the decision making mechanisms within the company management. Simultaneous satisfaction of customers, employees, suppliers and shareholders –that is of all the partners- are main goals of this approach as Fig. 2.

Figure-2: Main philosophy of ABBM (Hisarlar A.Ş., 2013).

This ABBM process is adapted to logic of the organization as system methodologies, Kaizen applications or 5S methodology etc. Thereby, conventional PDCA cycle adapted to Hisarlar A.Ş. business management as ABBM. Detail cyclical flow diagram shown in Figure 4.
The management organization of Hisarlar A.Ş. has also been constructing up with the same PDCA logic. Prioritization, recalling our strengths, carrying out our business in a standardized manner and making decisions and implementing them are the main steps of the system. ABBM is not new discovery but it is a new approach. Hisarlar A.Ş. is not serving a new discovery; but Hisarlar A.Ş. adapted and designed a regular and present system to own organizations based own needs, plans, vision, mission and politics.

The ABBM cycle construct up two perpetuations thought types term – improvement and development. These terms are aimed at results by practically tackling and fixing the problem, on the other hand, consists of investigation and eliminating the root causes and thus targets the sustainability of the improved process.

For this reason, ABMM cycle that is adapted to PDCA cycle as Fig.3.

Figure-3: ABMM cycle that is adapted to PDCA cycle (Hisarlar A.Ş., 2013).

Figure-4: ABBM flow cycle
This model has 5 main steps on top of PDCA cycle;

Define term is –different from just planning- involved the theme selection based on anticipate and description for main target or problem. These term active roles identify potential problems, deviation from targets etc. Specially, take preventive precautions before vulnerabilities will be incurred. These can in the all process.

Plan term, establish the objective and process necessary to deliver results in accordance with requirements and policies. Additionally, analysis of root cause is done and action plans and team forming prepare for process.

Do term is the implementation phase. Action plans is implemented and results are checked based any process. Often it is best to implement the change in one area as a test; when the solution is verified, then apply it across a wider area.

Check, monitor and measure processes and products against policies, objectives and requirements for product, and report the results.

Act, Take actions to continually improve the process.

Primary aims of this addition step, Define, are will be assign a person or action plan to undefined terms and conditions. As different from PDCA cycle, new creation solutions and reformations will be suggested continuously. These definitions will be suggested for existing problems and target besides that new enterprise and ideas.

Pillar of support of this system is Action System Software by Hisbim (as branch company of Hisarlar A.Ş.) Responsible and appointee personal of any project or problem will be assign by help of Action System Software (Hisarlar A.Ş., 2013).
Thus, assigning procedures will be done quickly. Interface of *Action System* Software shown in Fig.5. Additionally, this system supported by short daily meetings.

**Figure-5**  
Action System Software interface (www.hisbim.com, 2013)

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4. CONCLUSION

It is a customer and human oriented performance management system, that can help achieve to fast and competitive business results, with the participation of all
employees using the assets of the company. The Deming cycle is the mentality of this system. Employees are constantly trained and employees are participative. Results relating to performance management shall be shared with the employees in a transparent manner. Kaizen’s ideas are in the foreground. Kaizen’s philosophy is the driver of the system. Prioritization, recalling strengths, carry out business in a standardized manner and making decisions and implementing them are the main steps of the system (Hisarlar A.Ş., 2013).

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BIBLIOGRAPHY


