

# WORK DESIGN CONCEPT AS A PRODUCTIVITY IMPROVEMENT TOOL: A CASE STUDY OF A SOFT DRINK MANUFACTURING COMPANY

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## Abstract

The purpose of this paper is to elaborate on how Work Design Concept influenced to the overall productivity of a manufacturing organisation. In order to apply the Work Design concept, a generic model of Work Design is defined. This generic model was then applied to selected work centers of a soft drink manufacturing plant. The results show that when Work Design Concept is applied according to the generic model defined has improved the productivity of the work centers.

## 1. Introduction

This paper is based on the results obtained and the lessons learned from recent consultancy work carried out by the

- Well defined output or manning level for a particular work center: The output or manning level at a particular work centre is well defined and unambiguous. The particular work group should also be enlightened about the output