

Cause and Effect Analysis – CASE STUDY

A producer of a well-known brand of ice-cream sold in grocery stores in your hometown is having more problems. As you saw in the PRACTICE problems they recently saw a sudden slump in sales in their premium ice cream flavor. But now more customers are complaining about other ice-cream flavors. They say the taste is bitter!

Owing to the urgency of the matter, the company immediately set up a **brainstorming session** to analyze the complaints and get to the root of the problem.

From our recent lecture, we learned that is useful to list the major categories of causes: *Machine, Material, Measurement, Methods, Manpower and Environment* . All these categories can be simplified and put together in a Cause and Effect diagram, also known as "**Ishikawa's Fishbone Diagram**".

You've been assigned the task of **designing a Fishbone diagram to help in the brainstorming session for identifying all sources that might contribute to the ice-cream taste problem.**

Using the Fishbone diagram template, highlights the likely reasons for the production of bad ice cream taste and categorize them into the following : Machine, Material, Measurement, Methods, Manpower and Environment.

Sample answer could look like this:

Machines

- Ice cream machines dispenses too fast

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Materials

- Purchase of cheap materials due to budget constraints

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Measurement

- Wrong flavor or ingredients measurements

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Methods

- Bad refrigeration of ingredients

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Manpower

- Low morale of workers