

มุ่งมั่นพัฒนา ผลิต และส่งมอบ สินค้าที่มีคุณภาพปราศจากสารอันตราย เป็นมิตรต่อสิ่งแวดล้อม เพื่อตอบสนองต่อความต้องการ และ สร้างความพึงพอใจแก่ลูกค้า อย่างไม่หยุดยั้ง

บริษัท ไทยโตชิบาอุตสาหกรรม จำกัด (TTEI) ในฐานะบริษัทฯ ผู้ผลิตชั้นนำระดับโลก ภายใต้ บริษัท โตชิบา อิเล็กทริกส์ โพรดักส์ แอนด์ เซอร์วิส คอร์ปอเรชั่น มุ่งมั่นที่จะพัฒนา ผลิตและส่งมอบ ผลิตภัณฑ์เครื่องใช้ไฟฟ้าในครัวเรือน ที่มีคุณภาพ ตามความต้องการ ที่ได้ตกลงกับลูกค้าทุกกลุ่ม (ตัวแทนจำหน่าย, ผู้ค้าปลีก และผู้บริโภค) โดยการดำเนินการตามวัตถุประสงค์คุณภาพ เพื่อให้บรรลุตามตัวชี้วัดที่สำคัญ ดังต่อไปนี้

TTEI 2023 KPI

Objectives	KPI (M: for Management; I: for Improvement)	2023 Target	In Charge	
Part A: Productivity and Quality Improvement				
- UPPH continuous improvement	UPPH: Unit per person per hour (Production Unit) = Production units / Working hours	M	Increase 15%	REF, PRF, MWO, SHA,
- VPPH continuous improvement	VPPH: Value per person per hour (Production amount) = Production amount / Working hours	M	Increase 15%	MPT, PLA, PCB
- LE continuous improvement	LE=Production units x STD Time / Total working time	M	Increase 10%	MPT, PLA, PCB
- Main market service rate (OUT-IN)	Use THT data	I	Reduce 20% against 2022 average	MWO
- Market claim (OUT-OUT, Domestic)	Number of market claim	I	Reduce 50% against 2022 average	REF, MWO, SHA
- Hazardous substances regulation compliance	RoHS Inspection Achieve Rate	I	25% each Quarter	E&E & BU
- Loss time control and reduction	Mold & Die changeover time (SMED)	I	<50 min	MPT, PLA
- 5S and Monitoring system	5S evaluation program	I	Every 6 months	All BU
	Implement Monitoring system	I	All production area	
Part B: Cost Control and Cost Reduction				
- Manufacturing Cost control and reduction	MC: Manufacturing Cost = Manufacturing cost / Production amount	M	Reduce 7% against 2022 average	REF, MWO, SHA, MPT, PLA, PCB
- Labor Cost control and reduction (productivity improvement: MBS, VSM, time study)	LC: Labor Cost = Direct labor cost / Production amount	M	Reduce 7% against 2022 average	
- Cost of poor quality control and reduction (quality improvement)	COPQ: Cost of Poor Quality = Defective cost / Production amount	M	Reduce 12% against 2022 average	
- Inventory turnover	Turnover days	I	Reduce 15% against 2022 average	ACF, REF, MWO, SHA, MPT, PLA, PCB
- Slow moving inventory	Aging > 3 months	I	≤ 1.8%	
- CR	CR: Cost reduction = CR amount / Total purchase amount	I	Reduce 5% against 2022 average	SPIB, REF, MWO, SHA, PRF
- G&A	G&A cost / Sales amount	I	Reduce 7% against 2022 average	HR, SPIB, ACF, SLG, IS
- Labor cost	Labor cost / Sales amount	I	Reduce 7% against 2022 average	REF, MWO, SHA, MPT, PLA, PCB, E&E
- Energy	Electricity cost / Sales amount	I	Reduce 7% against 2022 average	E&E
Part C: Delivery and Satisfaction				
- Logistic charge	Logistic charge / Sales amount	I	Reduce 10% against 2022 average	SLG
- Delivery on time	Delivery on time % (base on P/O quantity)	I	90%	SLG
- Delivery days	Number of days from receiving P/O to ETD (exclude SKD)	I	38 Days	SPIB
- Satisfaction	CS: Customer Satisfaction	I	CS >98%	REF, MWO, SHA, SLG
- Keep development schedule, cost target, quality assurance	Schedule and control cost	I	Achieve plan	PPD REF, PPD CAP
	New product verification and validation	I	Complete before Mass production	
- Quick action for new products proposal	Feasibility study and report out	I	New project weekly follow up	
Part D: Compliance and Management				
- Compliance for Quality standard and customer requirements	Audit result from 2 nd and 3 rd party	I	CAR 1 major, 7 minor	QMR
- Compliance with Occupational health & Safety, Environment, Thai Labor standard and customer requirements	Number of accident	I	0 major < 4 minor/year	EMR & OHSMR
	Audit result from 2 nd and 3 rd party	I	CAR 1 major, 7 minor	EMR & OHSMR, TLSMR
Part E: Improving, Learning and Growth				
- Continuous Improvement	MBS Project	I	1 project / 2 weeks	REF, SHA, MWO, MPT, PLA, PCB
	Suggestion (SS)	I	≥ 1 SS per person	All BU
	Basic Technical skill for new operators	I	All new operator shall passed	E&E
	Toshiba learning management system (TLMS)	I	All indirect employees	HR, LO-MBS
- Managing and sharing knowledge	Important knowledge matrix	I	All BU follow QMS	All BU
- Enhance employee personal capability	Training and seminar records (average BU)	I	30 hrs./person/year	

หมายเหตุ: ฝ่ายต่างๆ สามารถกำหนดเป้าหมายที่สอดคล้อง หรือดีกว่าเป้าหมายโดยรวมนี้ได้

มีผลตั้งแต่วันที่ 1 มกราคม พ.ศ. 2566 ถึง วันที่ 31 ธันวาคม 2566



(นายสุยเจียง หวง)
ประธานบริษัท

THAI TOSHIBA ELECTRIC INDUSTRIES CO.,LTD.

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Committed to continual develop, manufacture and deliver the quality products.

Those are free of hazardous substances and environmental friendly.

In response to our customer's demands and increase their satisfaction.

We, Thai Toshiba Electric Industries Co., Ltd. (here in after called "TTEI") as a global manufacturer under Toshiba Lifestyle Products & Services Corporation, are committed to develop, manufacture and deliver electrical home appliances, to serve the requirements agreed with our customers (End-users, Dealers, Suppliers and Internal users) by the quality objectives to achieve the main KPI as mentioned below.

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Remarks: All division can set up your target that align with or better than company overall targets.

Effective on January 1, 2023 to December 31, 2023



(Mr. Huixiang Huang)

President

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