

## **Productivity Assessment and Its Improvement Strategies for a Ceramic Industry – A Case Study**

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### **Abstract**

As more and more industries experience the globalization of business activities, measuring productivity performance has become an era of concern for companies and policy makers in Europe, the United States and Asia. In modern era of competitive business, Bangladesh, a developing country should put emphasis on measuring productivity performance. Technical advance and technical efficiency change are two key factors to productivity growth, which are associated with different sources, and so different policies may be required to address them. In this study, different measures of productivity have been measured at the plan level with the aim to improve the understanding and awareness about the term “Productivity”. The core idea behind the research work was to survey the partial productivity and total productivity of an organization and therefore discuss some probable important strategies, according to necessity. In this context a study was conducted at Khadim Ceramics Ltd. manufacturing organization Situated in Sylhet. The industry manufactures various types of tiles. The first part of the study deals with the measurement of total productivity and partial productivity of the studied organization. The second part deals with seeking of improvement strategies. This work depicts the actual scenario of the studied organization which indicates some weak points that hinder the overall productivity. By findings the weak points in the existing organization’s production system, some improvement strategies are presented which might be helpful to overcome these weak points and to improve the productivity level of the studied organization.

### **Keywords**

Productivity, workers, man, machine, raw material, ceramic and production.