

KAIZEN PRINCIPLE NO 1



Throw out all your old fixed ideas and traditional ways on how to do things.

KAIZEN PRINCIPLE NO 2



Treat others as you want to be treated. Do not blame anyone - blame processes and not the individual.

KAIZEN PRINCIPLE NO 3

HOW

TO TURN YOUR OBSTACLE --- INTO OPPORTUNITY



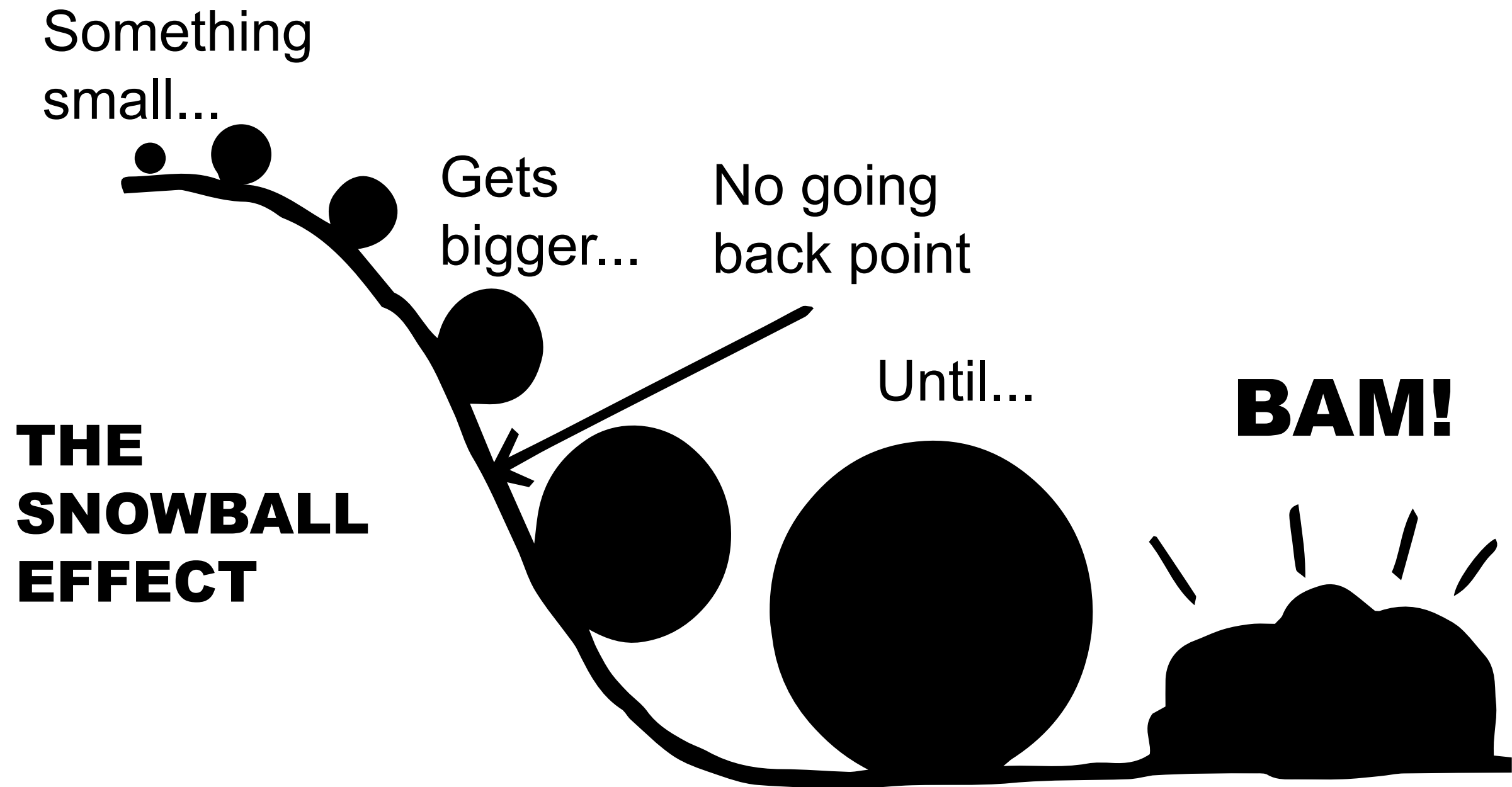
Think positive—don't say can't.

KAIZEN PRINCIPLE NO 4



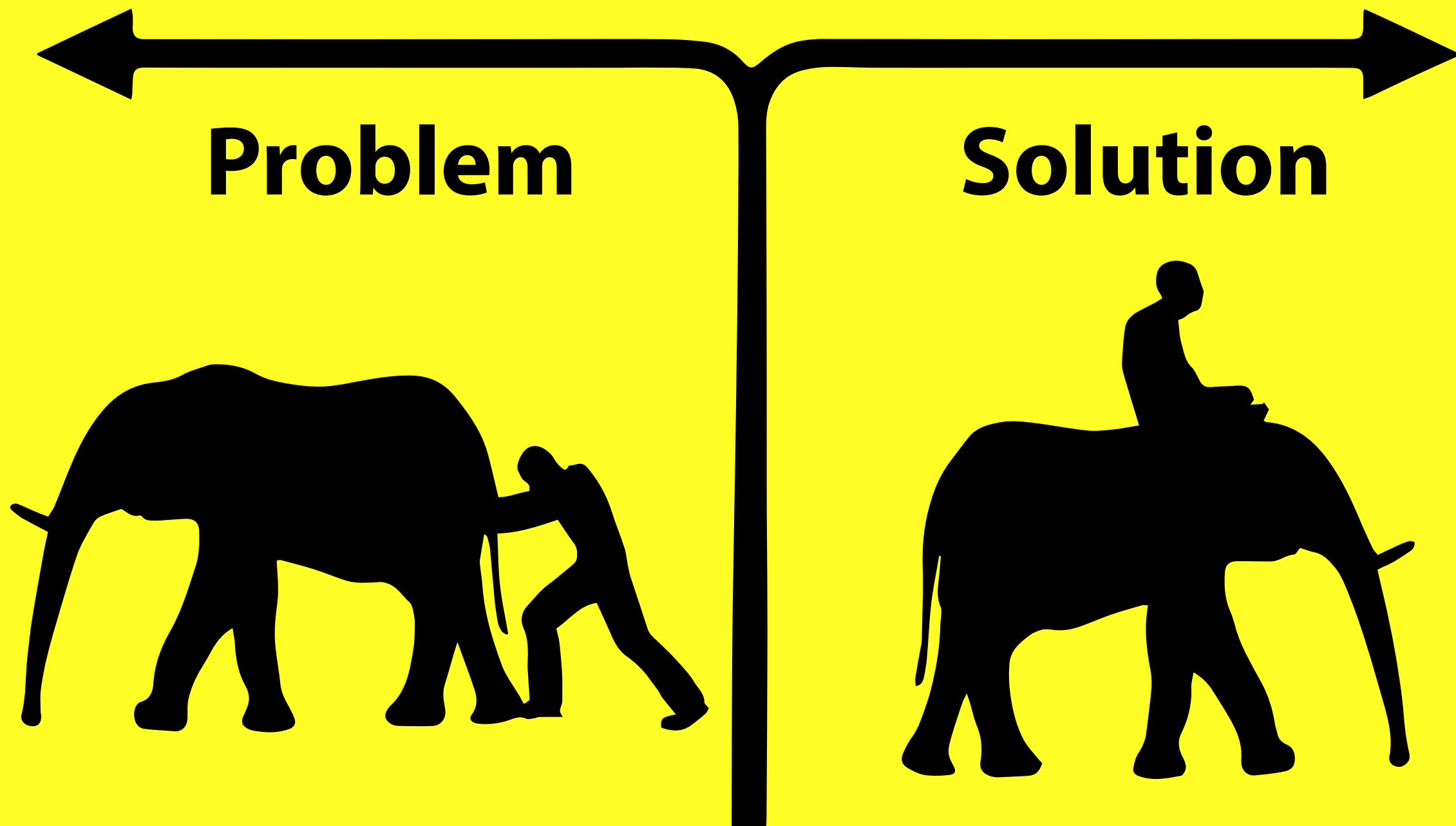
**Don't wait for perfection.
1% improvement now is fine.**

KAIZEN PRINCIPLE NO 5



Correct mistakes as soon as they are found.

KAIZEN PRINCIPLE NO 6



**Don't substitute money for thinking.
Creativity before capital.**

KAIZEN PRINCIPLE NO 7



For any problem, keep asking why until you get to the root cause.

KAIZEN PRINCIPLE NO 8



**Better the wisdom of 5 people than the
expertise of 1.**

KAIZEN PRINCIPLE NO 9

BIG DATA

helps in evaluating the customers

Average purchase size

Acquisition cost

Lifetime value

Retention cost

Customer happiness

Value alignment



Base decisions on data not opinions.

KAIZEN PRINCIPLE NO 10



**Improvement opportunities are endless,
keep improving.**