

20 PRODUCT SAFETY MANAGEMENT

CASE STUDY

Bundle of Joy is a company that designs infant cribs, cradles, and playpens. Their design team has developed a new wooden crib in the Art Deco style and plan to introduce it at the next trade show. They are excited about the product, because if it is a hit they will introduce an entire line of products based on period styles—baby furniture to fit in any decor. The management of Bundle of Joy is aware that other furniture manufacturers have faced liability suits because of poor workmanship or design flaws that have resulted in injury and death. They have turned to their product safety program coordinator for help.

1. What are some of the major responsibilities of a program coordinator?
2. Ira Fleischman, the program coordinator, has decided that a product safety departmental audit is called for. What is a product safety departmental audit?
3. Ira has called together the senior managers of each of the following departments to participate in the product safety departmental audit: engineering/design, manufacturing, service, legal, marketing, purchasing, human resources, insurance, and public relations. In a sentence or two, briefly describe what each of these managers would have to do to ensure that the crib Bundle of Joy produces will be reasonably safe.
4. Even when it appears everything has been taken into account, once the crib is released on the market it will go through the ultimate testing laboratory: the home of the consumer. Complaints may arise, and information on incidents and accidents will need to be compiled. For this, a complaint form should be developed. What are some of the general questions that Bundle of Joy might ask the consumer?