



evolve

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A mixture of admiration
and pity is one of the
surest recipes for affection.

Andre Maurois

Tips of the Month

The trouble with most of us is that we would rather
be ruined by praise than saved by criticism.

~ Norman Vincent Peale

Obstacles are those frightful things you see when you
take your eyes off your goal.

~ Henry Ford

Life is 10% what happens to us and 90%
how we react to it.

~ Dennis P. Kimbro

The roots of all goodness lie
in the soil of apprecia-
tion for goodness.

~ Dalai Lama



The Five Stages of the Strategic Management Process

by Jim Clayton;



The strategic management process is more than just a set of rules to follow. It is a philosophical approach to business. Upper management must think strategically first, then apply that thought to a process. The strategic management process is best implemented when everyone within the business understands the strategy. The five stages of the process are goal-setting, analysis, strategy formation, strategy implementation and strategy monitoring.

Clarify Your Vision

The purpose of goal-setting is to clarify the vision for your business. This stage consists of identifying three key facets: First, define both short- and long-term objectives. Second, identify the process of how to accomplish your objective. Finally, customize the process for your staff, give each person a task with which he can succeed. Keep in mind during this process your goals to be detailed, realistic and match the values of your vision. Typically, the final step in this stage is to write a mission statement that succinctly communicates your goals to both your shareholders and your staff.

Gather and Analyze Information

Analysis is a key stage because the information gained in this stage will shape the next two stages. In this stage, gather as much information and data relevant to accomplishing your vision. The focus of the analysis should be on understanding the needs of the business as a sustainable entity, its strategic direction and identifying initiatives that will help your business grow. Examine any external or internal issues that can affect your goals and objectives. Make sure to identify both the strengths and weaknesses of your organization as well as any threats and opportunities that may arise along the path.

Formulate a Strategy

The first step in forming a strategy is to review the information gleaned from completing the analysis. Determine what resources the business currently has that can help reach the defined goals and objectives. Identify any areas

of which the business must seek external resources. The issues facing the company should be prioritized by their importance to your success. Once prioritized, begin formulating the strategy. Because business and economic situations are fluid, it is critical in this stage to develop alternative approaches that target each step of the plan.

Implement Your Strategy

Successful strategy implementation is critical to the success of the business venture. This is the action stage of the strategic management process. If the overall strategy does not work with the business' current structure, a new structure should be installed at the beginning of this stage. Everyone within the organization must be made clear of their responsibilities and duties, and how that fits in with the overall goal. Additionally, any resources or funding for the venture must be secured at this point. Once the funding is in place and the employees are ready, execute the plan.

Evaluate and Control

Strategy evaluation and control actions include performance measurements, consistent review of internal and external issues and making corrective actions when necessary. Any successful evaluation of the strategy begins with defining the parameters to be measured. These parameters should mirror the goals set in Stage 1. Determine your progress by measuring the actual results versus the plan. Monitoring internal and external issues will also enable you to react to any substantial change in your business environment. If you determine that the strategy is not moving the company toward its goal, take corrective actions. If those actions are not successful, then repeat the strategic management process. Because internal and external issues are constantly evolving, any data gained in this stage should be retained to help with any future strategies.

Role of Strategy

By Hitesh Bhasin

There are many roles of strategy within an organization. This article presents 4 role of strategy which is present in each strategic organization.

1) Framework For Operational Planning.

Strategies provide the framework for plans by channeling operating decisions and often predeciding them. If strategies are developed carefully and understood properly by managers, they provide more consistent framework for operational planning. If this consistency exists and applied, there would be deployment of organizational resources in those areas where they find better use. Strategies define the business area both in terms of customers and geographical areas served. Better the definition of these areas, better will be the deployment of resources. For example,

if an organization has set that it will introduce new products in the market, it will allocate more resources to research and development activities, which is reflected in budget preparation.



2) Clarity in Direction of Activities.

Strategies focus on direction of activities by specifying what activities are to be undertaken for achieving organizational objectives. They make the organizational objectives more clear and specific. For example, a business organization may define its objective as profit earning or a non-business organization may define its objective as social objective. But these definitions are too broad and even vague for putting them into operation. They are better spelled by strategies, which focus on operational objectives and make them more practical. For example, strategies will provide how profit objective can be sharply defined in terms of how much profits is to be earned and what resources Of how much profit is to be earned and what resources will be required for that. When objectives are spelled out in these terms, they provide clear direction to persons in the organization responsible for implementing various courses of action. Most people perform better if they know clearly what they are expected to do and where their organization is going

3) Increase Organizational Effectiveness.

Strategies ensure organizational effectiveness in several ways. The concept of effectiveness is that the organization is able to achieve its objectives within the given resources. Thus, for effectiveness, it is not only necessary that resources are put to the best of their efficiency but also that they are put in a way which ensures their maximum contribution to organizational objectives. In fact, taking strategic management, which states the objective of the organization in the context of given resources, can do this. Therefore, each resource of the organization has a specific use at a particular time. Thus, strategies ensure that resources are put in action in a way in which these have been specified. If this is done, organization will achieve effectiveness

4) Personnel Satisfaction.

Strategies contribute towards organization effectiveness by providing satisfaction to the personnel of the organization. In organization where formal strategic management process is followed, people are more satisfied by definite prescription of their roles thereby reducing role conflict and role ambiguity. If the decisions are systematized in the organization, everyone knows how to proceed, how to contribute towards organizational objectives, where the information may be available, who can make decisions, and so on. Such clarity will bring effectiveness at the individual level and consequently at organizational level. Strategies provide all these things in the organization through which everything is made crystal clear. Looking into the role of strategy, Ross and Kami have suggested "without a strategy the organization is like a ship without a rudder, going around in circles. It is like a tramp; it has no place to go." They ascribe most business failures to lack of strategy, or the wrong strategy, or lack of implementation of a reasonably good strategy. They conclude from their study that without appropriate strategy effectively implemented, failure is a matter of time.



Technical Data Sheet

EMU033

APPLICATIONS:

Diazo emulsion for Water-based inks, such as acid, disperse and activated inks. Can be also used for Discharge ink.

PHYSICAL PROPERTIES

- Violet colored Diazo Emulsion
- Strong acid & alkali resistant, water-resistant ability; good leveling and coating properties
- High light sensitivity, short exposure time, which saves the plate making time.
- High resolution, full occupation with screen spots, edge neatly, suitable for fine plate making.
- Can be applied to machine printing.
- 45% solids content.

HANDLING

Handle under yellow safe lights. Avoid exposure to sunlight, fluorescent and incandescent lights.

Second exposure: Make exposure for Squeegee side, exposure time will be 1-2 times of Printing side, which could greatly improve the printing press run.

Hardening: Put mixed A+B hardener on both Printing and Squeegee sides, wait 1 to 2 minutes before cleaning and drying, which could greatly improve the press run.

REMARKS: SBQ photo emulsion could be directly used without sensitizing procedure.

ATTENTIONS:

Emulsion storage: Better to keep in dark and cool place with 20 °C before sensitizing. Temperature below 5 °C or above 25 °C is prohibited to avoid chemical and physical change. Sensitizer needs to be kept in refrigerator in temperature 0 to 5.

Screen degreasing: The screen before coating needs complete clean with neutral detergent to remove the grease and dirt. Drying after cleaning could improve press run.

INSTRUCTIONS

Sensitizing: Dissolve the sensitizer by using 60-80ml pure water, pour the fully dissolved sensitizer into emulsion, stir with glass or wooden stick until the emulsion is uniform in color. Wait for the bubbles to disperse.

Coating the screen : Use superior coating applicator , the coat property is related to the screen size and tension. Coating times decides coating thickness. If coating needs to be done more than 1 time, please make the next coating after the former one was totally dry, in case of film falling off.

Dry the screen: Drying temperature needs to be controlled around 40°C, the screen needs to be fully dried.

Exposure: The best light wave would be 300-400nm, better to use high pressure mercury lamp and iodine-gallium lamp .

Washout: Normally we use 25°C water for washout (for precise screen, >25°C pure water was recommended). Use high - pressured water torch spraying the screen with constant speed.

Drying: Remove the water on screen surface, then put it into drying oven with a temperature below 40°C, drying fully in case of emulsion falling off.

Sensitizer dissolving: Please use pure water instead of running water, because minerals and rust in running water will generate chemical reaction with emulsion, which will influence the emulsions performance, more seriously, the emulsion will be caking and couldn't be used.

Drying oven's temperature: The drying oven's temperature will be below 40°C, if temperature higher than 40°C, the emulsion will generate heat reaction, which will lower resolution ability. The drying oven should have air exhaust device so that the moisture will be easily discharged.

Washout in winter: Low temperature in winter will influence the washout result & resolution ability, so 25°C lukewarm water was recommended



Technical Data Sheet

HRA081 / HRB081

USAGE

Hardener HRA081 & HRB081 is designed to chemically extend the water base and discharge ink resistance of Direct Emulsions and Capillary Film.

HOW TO USE:

1. Completely process stencils. Make sure stencils are dry. Inspect and touch up screen as necessary.
2. Mix Part HRA081 and Part HRB081 components at a 1:1 ratio. Do not add water. Mix what you need on a weekly basis.
3. Apply Hardener HRA081 & HRB081 to the screen using a sponge, soft cloth, or a spray bottle. Completely dry screen after hardener is applied.
4. Inspect screen to see if any hardener has dried into the image area. Rinse with tap water to remove any Hardener residue. Allow screen to dry.

HANDLING

1. The use of waterproof gloves and protective eyewear are recommended when using Hardener HRA081 & HRB081.
2. Do not thin Hardener HRA081 & HRB081 with either water or solvent. Use as is in order to maximize its effect.

IMPORTANT: Technical data herein is believed to be accurate. It is offered for your consideration, investigation, and verification. Buyer assumes all risk of use, storage, and handling of the product. No warranty, express or implied is made, including but not limited to, implied warranties of merchantability and fitness for a particular purpose. Nothing contained herein shall be considered as a license to operate under, or recommendation to infringe any patents.

NEWS

from Printex

Wish you all a very very
Happy & Blessed Month
of Ramdan. May Allah
Shower His Blessings ,
Forgive us and have pity
on us.



PRINTEX

Towards Innovation



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