Figure 1: 5 Whys (Single Lane)

Problem

Our client is refusing to pay for leaflets we printed for him



The delivery was late, so the leaflets couldn't be used



The job took longer than we expected



We ran out of printer ink



The ink was all used on a large, last-minute order



We didn't have enough ink in stock, and couldn't order new supplies in time

Counter-measure

Find an ink supplier who can deliver at short notice, so that we can continue to minimize inventory, reduce waste, and respond to customer demand.

