Step II

This document is created in Word format so that you can answer the questions that apply to you by simply typing in your thoughts and answers.

Create and record an effective recovery strategy:
In successful recovery, everyone involved must be quick, but they must be right. Working a problem quickly and efficiently takes forethought and anticipation of what could occur. Address each for the following items in writing and this will help guide you to tailoring a plan for your business.

1. Evaluate your capability to assemble records:
Your planning strategy must include knowing your capability to assemble reports for the products produced and shipped from your facility quickly. As a test of the effectiveness of your business recordkeeping system pick a representative product from your business and answer the following questions for that product covering the preceding 30 days:

a. What was the total quantity of product produced in the last 30 days? ____________________________________________

b. What was the quantity produced each day? _______________________

c. How is the product packaged and identified (package size, product codes, UPC coding, make copies of the affected product’s label)? ____________________________________________

d. How much of the total was distributed, in what packaging and what quantity is still on hand at your facility?

________________________________________

e. What is the estimated amount still in the marketplace and where (retail level, wholesale level, consumer level)?

________________________________________

f. What is the geographic area of distribution by city, region, state and nationally?

________________________________________
g. Create a consignee list of who received the product including name, address and telephone number; recall contact and consignees who may have re-sold the product.

In an actual recall, you have very little time to gather and report the information. Now, assess the effectiveness of your process.

- Were you able to identify the produced and amount on hand? 
- Could you compile information from your business records automatically and easily into a single report or did you have to compile information by hand?
- How long did it take to make the consignee list?
- Did you have customers contact information on hand?
- How long did it take to answers questions a-g above?
- How many people from your business were involved and from which departments?
- If necessary, could you pull the same information for other products that you produce?
  - All at the same time?
- If two products were involved how much more difficult would this process be?
- What improvements would allow you to extract records and compile reports quicker?

Based on the results of the limited mock recall, what do you need to do to improve the process? Be sure to conduct the preceding exercise at least quarterly.

2. Create a Notification Plan

How will you notify your customers when something happens? Investigate the most efficient process for your business, based on your products. Implement as many of these steps as you can; prepare to implement the others. Even if some questions cannot be fully answered, they can refine the number of strategic options available to you creating your plan.