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Introduction

Operation Management is important exciting, chalanging and everywhere our looks. important because it's concerned with creating all of the products and services upon which we depend. As per Jones and Slack (2012) Exciting because it say the centre of so many of the changes affecting the world of business. Challenging because the solutions that we find need to work globally and responsibly within society and environment. And everywhere ,because every service and product that we see —the cereal you eat t breakfast the chair you sit on .and the radio station you listen to while you eat- is the result of an operation or process. The set of interrelated management activities which are involved in manufacturing certain products is called as production management. As per Hair (1998)If the same concept is extended to services management then the corresponding set of management activities is called as operation management. In this assignment include one of the UK's most highly regarded —and highly paid characters who get high great progress in WH Smith.

Operation Management and its key element

1.1Defition of Operation Management and importance of it

Operation management can define in several aspects and different corners in simply manner we can identify operation management is the field concerned with the managing and directing the physical and or technical functions of a firm ,company or organization .particularly those relating to development ,production ,and manufacturing of goods and services and which is dealing with the design and management of products ,process services and supply chains in consideration the acquisition ,development and utilization of resources that firm or company need to delivery the goods and services their client or customers want .As per Carrege,Singhe,Bolla (2009) in organization aspect is different than before .Operation Management is important It is Concerned with creating the services and products upon which we all depend. And all organization produce some mixture of services and products,wheather that organization is large or small ,manufacturing or service. For profit or not for profit ,public or private ,Thankfully most companies have now come to understand the importance of operations. This is because they have realized that effective operation management gives the potential to improve both efficiency and customer service simultaneously .But more than this ,operation management is everywhere it is not confined to the operation function .

1.2 The key element of Operation Management

As per Slack, Chambers(2010) Inputs, transformation and output are the key components of operation management ,the difference between the cost input and the value or price of output is the skill that the Operation management as a knowledge is interested in developing As a a example Land .labor ,capital information use an input transformation which is use as conversion in the other word process which is doing the main scenario in operation management after that process we can get output as goods or services .ln every scenario in company ,organization or firm we can identify the input ,process and output.

As per Voss, Froehlich (2009) In provides some specific illustrations of the transformation process. The essence of operation function is add value during the transformation process value-added is the term used to describe the difference between the cost of input and the value price of outputs. In nonprofit organizations, the value of outputs (eg:highway construction, police and fire protection) is their value to society; the greater the value added, the greater the effectiveness of these operations in for profit organizations, the value of outputs is measured by the prices that customers are willing to pay for those goods or services, Firms use money generated by value added for research and development investment in new facilities and equipment, worker salaries, and profit, Consequently the grater the value added the greater the amount of funds available for those purposes, value can also be psychological, as branding. Many factors affect the design and management of operation system. Among them are the degree of involvement of customers in the process and the degree of customer involvement

,the more challenging it can be to design and manage the operation .Technology choice can have a major on productivity ,costs, flexibility and quality and customer satisfaction .

1.3 The need to produce goods or services on time and to cost .with right quality and with the law

The schematics of the production must work hand in hand with the classification of production processes and outputs, it is important that the production processes and outputs, it is important that the production /Operational manager be able to adjust its activities accommodate the categories of production as stipulated. As per Kumar(2002)In small scale industries occupy a very important position in any economy, Traditionally they used to produce certain specialized item over which they developed expertise and monopoly over the years . Many small enterprise es do act as feeder to larger scale industries as their output is used as input .Advantages we can get through this mechanism are because of general purpose machines and facilities variety of products and can be produced, operators will become more skill and components, as each job gives them learning opportunities exists for create methods and innovative ideas .According to Slack and Lewis(2008) in time producing and supply product give great achievement in any business or organization process in other word we can identify it as a great customer services .But it must that services in high quality because if supply products or services in time without of quality it is result less and also it affect to any organization or business procedure become lost and decrease of profit .All the processes which is include in organization or business industry operation management have great job to keep the process in limitation framework of Low .Because all the things under and beneath in low if some process try for go beyond the low limitation it will affect to break down all the business or organization.

1.4 The role of operation management in achieving strategic objectives

The implementer of business strategy, the supporter of business strategy, the driver of business strategy two things are important in understanding these roles first they are started in order of difficulty and in order of importance .As per Chambers and Slack (2010) Implementing business strategy is a very responsibility for operations, supporting business strategy is what most operations should aspire to but driving business is only possible if the operation really does have unique capabilities. Second they are cumulative in the sense that an operation cannot be a supporter of business strategy unless it has skills as an implementer, and cannot drive business strategy unless it has the skills to support the business strategy. As per Robert and David (2001) In exemplary to uncover the motivations for implementations and certification were given a list of nine common motivations to the respondents and asked to rank each one these include potential economic savings, requirements from parent company desire to display environmental leadership/be a good neighbor, "green "marketing benefits, incentives and or pressure from government regulators, desire to receive regulatory relief, requirements of trading partners, desire to increase export, desire to reduce liabilities/reduce insurance premiums .Increase operating margins .Quicker execution of company strategy Reduced employer turnover are the top ten business benefits of clearly setting and aligning organizational goals across any company in increased operations margins employee who clearly understand

their individual goals and how they relate to those of your company naturally become more engaged with their work once employees sees how they can make direct contribution to our company success they begin to focus on finding ways to work smarter and more efficiently .this boost in employees productively will naturally lead to increase to operating margins and profitability for your company to achieve these results company or organization must put a performance management process in place that ,Increase employee engagement with "SMART" goals, provide visibility up, down and across reporting levels ,create shared accountability between employees by "cascading" goals from one employee to another when relevant .Quicker execution of company strategy tighter goal alignment and goal visibility allows for quicker execution of company strategy by enabling your management team to more effectively allocate labor resources across various projects .in details understanding more clearly all responsibilities associated with specific goals .Eliminate redundancies across job titles ,focus their staffs on your company most patient goals .Other main point is reduced employee Turnover ,the business value of having employees engaged in their work cannot be overestimated,

1.5 WH Smith operation process

When Kate Swan arrived at WH Smith in 2003 she was pulling out of selling music and DVDs because the profit margins were thin and getting thinner so she reduce it .And add online competition shows which is introducing her brave decision. And she make priority for digital world and used resources from it . According to Kumar, Suresh (2009) other main thing is trade carefully in the products offer and have been targeted for displaying sweets at the checkout ,Smith has sold stationary aimed at teenage and young women adorned with the playboy bunny notify and swans checkout assistants attempt to force fed the nation giant bars of Galaxy chocolates oranges .That shows how she attempt to sold other products and get profit from them .The first objective of operating systems is to utilize resources for the satisfaction of customer wants. Therefore customer service is a key objective of operation management the operating system must provide something to a specification ,which can satisfy the customer in terms of cost and timing .Thus providing the 'right thing at a right price at the right time 'can satisfy primary objective .

Relationship between OM and strategic planning

2.1 Explain the implementation of the "3Es" in WH Smith

As per Anita and Scott (2013) Economy ,Efficiency and Effectiveness in Economy minimizing the cost of resources doing thing at a low price, eficency performing tasks with the reasonable with the reasonable effort that means doing things the right way ,effective the extent to which objectives are met that means doing the right thing .Economy is while auditing performance it is essential to ascertain whether the right resources have been produced in the right amount in the right time at right place at right cost .we can identify Swan plan consist with this topic when the supermarket have to trade carefully in the products they offer and have been targeted for displaying sweets at checkout .It is helps to focus on quantitative needs of the organization

which will ultimately ease to determine minimum costs. In this situation Ms.Swan right resources at a right time is essential for satisfying the needs. Neither this resources should make other resources to wait nor should it wait for other resources .Ms Kate swan has done great job as a operation manager she has reviewed the nature of system and analyze resources gap. Rightcost can be determined by determining several other cost involved these cost can be capital cost, operating cost ,maintains cost salvage value etc ,Anther point is Efficiency can be measured by different ways. It could be inter authority comparison where comparison within similar authorities providing similar products and services can be compared in terms of many areas like operating expences.number of clients/membership services or products man power standard .In this scenario a decade on she has turned losses of 135 m pounds into a profit of probably 106 pounds this year and shares that were languishing at 250 p are now changing hands at 650p .that makes Swann is now one of the UK's most highly regarded and highly paid retailers .one decision she made for this achievement is she has pulled out of selling music and DVD's because the profit margins were thin and getting thinner, rivals thought she had taken leave of her senses and she had instantly kissing goodbye to about 30% of Smith turnover At it makes result on same store basis on high street WHS now sells roughly 65 of pounds of goods for every 100 pounds of custom seven years ago, we can identify her decision make great achievement on their business industry, and also business industry get great development and progress which get topic of efficiency in theoretical manner ratio of administrative costs as compared to operations costs ,number of overtime payment etc.comparing the out trends with the past performance of an organization also reveals the idea for saving The management may compare its performance against the target set by itself. This could be assessment of several factors for example whether or not all level of management is quite aware of its goal and objectives whether or not there is a regular reporting of current efficiency measures or not etc .Last point of 3 Es is Effectiveness ,open strategy concerns policies and plans of use of firm productive resources with the aim of supporting long term competitive strategic .Metrics in operations management can be broadly classified into effective metrics, those are involve with Price(actually fixed by marketing ,but lower bounded by production cost), Quality specification and compliance, Time, Flexibility and lastly availability. This effectiveness we can see in her operation management creativity by focusing on profitable sales and cutting costs relentlessly and also she has boosted profit margins according to analyst Nick Bb by an almost incredible 15 percentage points, as a point effectiveness can be determined by examining it against the objectives and achievements of an organization operations managers as exemplary must see whether the objectives are precise are practical and also they are based on the facts and forecast o demands are reliable and achievable.

2.2 Tension between cost minimization and quality maximization in the context of WH Smith

It is really tension get like that decision which is cost minimization and quality maximization because it is directly affect for profits of company .As a example we can see it she breaking many of the rules of running a successful high street retails business And also when Swan announced she has pulled out of selling music and DVDs because the profit margins were thin .It is greatly affect for the company profit increment on the other hand she took decision for by focusing on profitable sales and cutting costs relentlessly. And also incredible 15 percentage

points. Some real world example for maximization of values and cost minimization as follows Russian liquid fuel motors are internationally designed to permit ugly(though leak free)welding. As per Brazee, Meilby, Amacher (2008) reduces costs by eliminating grinding and finishing operations that do not help the motor function better and another popular example in real world is Many vehicles manufactures have active programs to reduce the numbers and types of fasteners in their product ,to reduce inventory ,tooling and assembly costs .In today highly competitive markets manufacturers must provide high quality produce survive. As per Johnston, Clark (2006) Manufactures can achieve higher levels of quality by changing their manufacturing process and or by product inspection where multitude of different strategies are often available .Each option has its own cost implication that must also be taken into account. By decision of Ms Swan we can see reconciling the competing objectives of quality maximization and cost minimization a cost of quality approach serves as a useful framework for comparing available manufacturing process and inspection alternatives and also we can see and rigorous comparison requires both a metric as well as profound understanding of cost of quality tradeoffs.

2.3 The importance of the five performance objectives that underpin operations management

Strategy in business organization is essentially about how the organization seeks to survive and proper within its environment over the long term In this our situation She got decisions and As per Horvaathoval, Davidova (2011) actions taken within its operations have a direct impact on the basis on which an organization is able to do this .through her actions she got main five operations performance objectives these are Cost -The ability to produce at low cost, quality the ability to produce in accordance with specification and without error, speed -the ability to do things quickly in response to customer demands and thereby offer short lead times between when a customer orders a product or service and when they receive it, As per ,Raman (2012)Dependability -the ability to deliver products and services in accordance with promise made to customers ,flexibility -the ability to change operations flexibility can compromise up to four aspects the ability to change the volume of production ,the ability to change the time taken to produce, the ability to change the mix of different products or services produced. The ability to innovate and introduce new products and services. Then see how Swann get decision according to this she has focus on profitable sales and cut cost relentlessly which is objective like cost and also she has boosted profit margins as a result of that enter to the digital world also as example Funky Pegeon card site instead Swann plans to more shop ,that says how speed and quality objectives she achieved .

To organize and apply relevant techniques in a typical production process

3.1 .Importance of operational planning and control

According to Planning and control different but very closely realted. Planning is the theoretical end of the activity, while control is the more applied end . Planning involves deciding what to do and when to do it . Control involves making sure that plans are actually taking place in practice

and responding when things do not according to plan..Ms.Swanns' decision are involved with this theoretical topic .According to her planning company get high increments in profit and also reduce the all the failures that previously had By using operational controlling also help her great progress .

3.2Linear programming and example in relation to operations of WH Smith

As per Adler (1995) ,Product Mix,Blending,Production Line Scheduling, Inventory are some of Linear programming models according to Swann's plan product mix function to optimize maximize contribution to profit ,model of blending minimize cost in variables amount of materials to combine to produce one unit of product And she has done production line scheduling in exemplary tread carefully in the products offer and had been targeted for displaying sweets at the checkout, Smith's sold stationary aimed at teenagers and young women adorned with the bunny motif .

3.3Network plan and indicate the resultant critical path of WH Smith and How quality can be defined and maintained.

Enter to digital world Smiths's big online strategy is it Funky Pigeon card site it is great help to build up better business network and it is instead of opening more shops because cost of building up shops .decorating them ,make promotion campaigns of all the things which are in combined with high cost reduced. And also stationary products combined with that business network this products targeted generation is teenagers and young women .They will be able to that business network increase for school and universities also. That makes result for high profits. Sweet business aim for children and babies they use tricky business way for that. As per Olson (2012) it is display for targeted generation and that makes higher progress in their business network .

Conclusion

As per Friedman (1999) in this scenario we can identify operations is that part of a business organization that is responsible for producing goods and or services. As per Sartor and Zhao (2011) goods are physical items that include raw material parts subassemblies such as motherboards go in to computers according to our topic we can identify stationary and sweets as clients as teenager and women and final products such as different endpoints. Services are activities that provide some combination of time, location, form, psychological value. Examples of goods and services are found all around us. As per McElherran(2012)The ideal situation for business organization is to achieve match of supply and demand Having excess supply or excess capacity is wasteful and costly; having too little means lost opportunity and supply chains and sales and marketing on the demand side. In finance point of view finance responsible for securing financial resources at favorable prices and allocating those resources throughout the organization we can identify when Kate Swan arrived at WH Smith, it's got

great development in business network operation management rules and theories can identify through her actions and decisions.

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