The 3 strategies that are available to operation managers are differentiate, low price or rapid response. The differentiate strategy is differentiating their products and services to their competitors. This could be making their products better or unique and attracting customers. The low-price strategy is making the same or similar products to competitors but making it cheaper. This attracts customers as they want to find the best deal and if the product is just as good as a competitor’s product by cheaper, they are going to choose your product. The rapid response strategy is minimizing the time it takes for your service. This attracts customers as they want something done quickly. This could be receiving a parcel or getting information, the faster the better.

Airbus started with the rapid response strategy with developing planes like the Concorde, that could not carry many people, but had a high top-speed and could get to the destination the fastest. This changed over time as their strategy changed to low price. They began developing planes that could carry large amounts of people like the A380. With more people on a flight at once, the price per seat could be lowered where more people could afford one.

Boeing also started with a rapid response strategy, making planes like the 737, which was made for short to medium range flights. They also changed to low price strategy with making planes that could hold more people, like the 787, which was made for long range and could hold 300 people.