

# MSCI 102: Introduction to Operations Management

Task: Supplying Fast Fashion case study

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# Task

Please prepare this case for seminars

- ensure you read the material fully
- make notes in response to the question at the end
- Check your analysis in seminar
- Task:
  - Compare the firms by the 4 stages (Design, Manufacturing etc...) for analysing the supply network

# Questions (for comparison...)

- What's the central issue the case focuses on?
- What characterises the firms?
- Where is the design done?
- What characterises their manufacturing operations?
- What general strategies in the case promote speed?
- What aspects of their distribution facilitate speed?
- What's interesting about their retail operations?
- In what ways might vertical integration detract from / enhance speed?

# Activity

## Watch

- <https://learningonscreen.ac.uk/ondemand/index.php/prog/122D0582?bcast=129265478>
- This clip is on Box for Broadcast. You will be required to log in with your university log-in credentials to be able to watch this. The programme duration is of about 60 minutes.