

UKS31514.

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Operations Research & Logistics

Slide 1: Introduction

- The operation and logistics methodology of Aston Martin is performed
- A3 Tool is used for conducting the assignment
- The study identifies the logistics challenge of Aston Martin in particular the waiting line system.
- An action plan is proposed for optimising operation and tracking progression.

SN: The assignment performs analysis on the operation and logistics methodology of Aston Martin in particular the waiting line system. The study is presented with the help of the A3 tool including information related to the logistics challenge of Aston Martin. Goals and targets are identified with the presentation of an action plan and tracking of progression.

Slide 2: Company background

- Aston Martin manufactures provide service for sports car
- The market cap of Aston Martin is 2.01 billion dollars in 2023 (Companies market cap, 2023).
- Problem: Fail in delivery of cars due to electrical problems in SC and weakness of the pound (Independent.Co.UK, 2022).

Aston Martin is an automotive company that manufactures and provides services on exclusive sports car brands. Aston Martin holds a market cap of 2.01 billion dollars in 2023 and holds the 3740th position in the automobile sector (Companies market cap, 2023). The current logistics problem faced by Aston Martin is the failure to deliver fewer cars due to SC issues affected by the weakness of the pound and electrical problems (Independent.Co.UK, 2022).

Slide 3: Situational analysis of the waiting line system

- The waiting-for-line system is beneficial for eliminating time-wasting distractions
- It manages relations with customers and reduces consumer complaints (Ebert *et al.* 2019).
- Aston Martin uses Salesforce technology to perform waiting-for-line system
- Salesforce technology adds quality to customers' service and relationships (Sales force, 2023).
- A3 tools are implemented for creating a plan and undertaking problem-solving action

SN: The implementation of a waiting-for-line system is important in a business for eliminating time-wasting distractions and managing customers and decreasing consumer complaints (Ebert *et*

al. 2019). It deals with the management of customer services and reducing wait time. Aston Martin maintains its relationship with customers and provides service with the help of Salesforce technology that adds quality to customers' service and relationships (Sales force, 2023).

Slide 4: Proposal for introducing a waiting line system in Aston Martin

- Plan is proposed for implementing the waiting-for-line system in Aston Martin
- The result of implementation will be eliminating time waste distractions
- Improved service quality through enhancing visibility (He *et al.* 2022)
- Improving the customer journey and reducing waste time

SN: The plan proposed is associated with the implementation of the waiting-for-line system in the service delivery process of Aston Martin. The implementation of this system will provide several benefits such as improving employee efficiency by eliminating time waste distractions in managing customers (He *et al.* 2022). Improved service quality for enhancing visibility, and better storewide sides for improving the customer journey and reducing waste time

Slide 5: An action plan for implementation

Strategy	Success criteria	Action	Resources	Implementation	Time taken
Reducing waste time	Improved employee efficiency and reduced customer time interaction	Providing communication training and customer handling training	Technological guidance and support	Implemented with a reduced physical line	2-3 weeks
Improving service quality	Reduction in the waiting line of customers	Introducing technology for improving interaction	Customer data	Development of tailored service	4-5 weeks
Increased customer loyalty	Repetitive revenue	Introduction of the queue management system	Customers Feedback	Implemented with prioritization service	5-6 weeks

Table 1: Action plan

(Source: Self-Developed)

Slide 6: Tracking progress on the action plan and follow-up activities

- Progress is tracked by creating deliverables
- The setting of milestones with realistic expectations
- Implementation of project tracking software for analysing results (Akbar *et al.* 2019).

SN: Tracking of progression takes place through creating deliverables and setting milestones with realistic expectations. The utilisation of project tracking software for analysing results and tracking changes is introduced action takes place (Akbar *et al.* 2019). In addition, maintaining transparency in results and achieving measurable goals.

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