

Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms



Filesize: 5.05 MB

Reviews

This pdf might be well worth a study, and a lot better than other. It really is simplistic but excitement inside the fifty percent in the book. Its been printed in an exceedingly straightforward way which is just after i finished reading this ebook through which really modified me, modify the way i believe.
(Derick Brekke)

COMPARISON AND CONTRAST OF THE OPERATIONS STRATEGY OF TWO 'MANUFACTURING FIRMS' WITH TWO 'SERVICE' FIRMS

DOWNLOAD



To read **Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms** eBook, make sure you follow the link beneath and save the file or gain access to other information that are related to COMPARISON AND CONTRAST OF THE OPERATIONS STRATEGY OF TWO 'MANUFACTURING FIRMS' WITH TWO 'SERVICE' FIRMS ebook.

Grin Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 297x210x4 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: -, The University of Surrey (School of Management), course: Production and Operations Management , language: English, comment: Production and Operations Management Operation Strategy Comparison and contrast of the operations strategy of two manufacturing firms with two service firms Companies studied: Dell / Zara / McDonalds / Lufthansa by Markus B. Baum School of Management University of Surrey , abstract: INTRODUCTION:The purpose of this paper is to compare and contrast the operations strategy of two manufacturing firms with two service firms and to evaluate the order qualifying and order winning criteria.Operations strategy is one part of an enterprise s overall strategy (corporate strategy, business strategy and operational strategy) and defines the enterprise adjustment concerning core competencies, capabilities and processes, technologies, resources and key tactical activities necessary in any supply network, in order to create and deliver products or services and the value demanded by a customer (Lowson, 2001). CONCLUSION:The analysis of two manufacturing (Dell, Zara) and two service firms (Lufthansa, McDonalds) shows the correspondence between the theoretical approach of operations management and current practice. Each company has a whole enterprise strategy that includes the operations strategy. Each industry has different order qualifiers, but no company analyzed was able to be the best in all qualifiers, which supports the theoretical conclusion that fulfilling all objectives simultaneously, is impossible (Skinner, 1969).AUTHOR:Markus Baum is Group Finance Director at a management consulting (Germany) firm with focus on business strategy, supply chain management (SCM), manufacturing & logistics, sourcing & purchasing, marketing & sales, financial management and information technology (IT-strategy). The company has subsidiaries...



[Read Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms Online](#)



[Download PDF Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms](#)



[Download ePub Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms](#)

Related PDFs



[PDF] Psychologisches Testverfahren

Click the web link beneath to download and read "Psychologisches Testverfahren" document.

[Save ePub »](#)



[PDF] The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

Click the web link beneath to download and read "The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)" document.

[Save ePub »](#)



[PDF] Programming in D

Click the web link beneath to download and read "Programming in D" document.

[Save ePub »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Click the web link beneath to download and read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)" document.

[Save ePub »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Click the web link beneath to download and read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)" document.

[Save ePub »](#)



[PDF] Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Click the web link beneath to download and read "Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" document.

[Save ePub »](#)



[PDF] Electronic Dreams: How 1980s Britain Learned to Love the Computer

Follow the web link below to read "Electronic Dreams: How 1980s Britain Learned to Love the Computer" document.

[Download ePub »](#)



[PDF] Genuine] teachers in self-cultivation Books --- the pursue the education of Wutuobangbao into in J57(Chinese Edition)

Follow the web link below to read "Genuine] teachers in self-cultivation Books --- the pursue the education of Wutuobangbao into in J57(Chinese Edition)" document.

[Download ePub »](#)



[PDF] The Old Testament Cliffs Notes

Follow the web link below to read "The Old Testament Cliffs Notes" document.

[Download ePub »](#)



[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Follow the web link below to read "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" document.

[Download ePub »](#)



[PDF] Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

Follow the web link below to read "Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)" document.

[Download ePub »](#)



[PDF] The Java Tutorial (3rd Edition)

Follow the web link below to read "The Java Tutorial (3rd Edition)" document.

[Download ePub »](#)