

15.774/15.780 Fall 2021

## Analytics of Operations Management

### TNG Case Preparation Questions

Due date: October 6, 2020 **before class**

#### Instructions:

1. Write your name and MIT ID on the homework.
2. Review the *Transportation National Group* (TNG) case study. You can access it on the Study.net section of Canvas.
3. Submit 1 file to Canvas, which is a PDF file with your answers.
4. **Late submissions will not be accepted for case preparation questions.**
5. **We are grading for understanding, not length. Your answers should not be more than 1 page long.**

#### Questions:

1. Characterize TNG's business in terms of its cost structure, its customers and markets, and its relationship to its parent corporation. Considering this characterization, what do you see as the key management challenges TNG faces? (10 pts)
2. What is your assessment of TNG's current lease performance measures and controls, especially its use of ROI measures? (10 pts)
3. How might TNG implement revenue management? What ideas or approaches seem most viable in a business like this? (10 pts)