

Business optimization is about finding an alternative with the most cost effective or highest achievable performance under the given constraints, by maximizing desired factors and minimizing undesired ones. The primary value of business optimization includes:

- Make most efficient use of limited asset
- Reduce operations and administrative overhead
- Inspire employees to focus on high priority tasks

The Secondary benefit resides in:

- Increase access to accurate business information
- Improve performance monitoring capability

We learn several optimization models, such as simple production optimization, cash flow management and aggregate planning.

In addition to develop and solve optimization models, we need to derive business insights from the analysis so that the value of the optimization can be realized in a practical manner.