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Production and Operations Management Assignment

By Mo Elnadi

GRIN Verlag. Paperback. Book Condition: New. Paperback. 52 pages. Dimensions: 11.4in. x 8.1in. x 0.3in. Examination Thesis from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 78100, The University of Surrey (Surrey University), course: Production and Operations Management MBA PT, language: English, comment: The goal of this paper is to investigate and compare operations strategies of two manufacturing-based and two service-based companies. The paper takes an integrated evaluation approach of each firms prioritised performance objectives from a requirements and operations capability point of view, as well as focusing on line of fit strategy and tactics to achieve competitive advantage through examining their process design, capabilities management and resources management. , abstract: Operations strategy can be defined as the strategic decisions and tactics which set the role, objectives and activities of a firm. It derives from the firms capabilities, resources and processes, seeking to deliver competitive advantage to winning customers through meeting their needs. Competitive factors that are significant in winning customers business are order winners. Improvements of these factors will likely result in gaining more business to the firm. In order for a firm to have a competitive advantage, it must understand and provide products...



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