

Operations Examples & Case Studies

Role of Operations Management

- *Strategic role of Operations Management – cost leadership, good/service differentiation*

Cost leadership = Displayed by **Apple**. Reduced operating costs by outsourcing the majority of its operations to manufacturers in China (Foxconn). Cheaper labour, less money spent on expenses.

Also displayed by **Ikea**. Sources good from low-wage countries (ethical issue) and only offers a basic level of surface. Does not assemble the furniture in-store. Allows Ikea to offer lower prices.

Influences

- *Globalisation*

Apple outsources its operations process to other countries, i.e. Foxconn in China. Most of the materials and electronics are developed in other countries.

Aldi was created in Germany in 1948. It moved around the world, opening a store in Sydney in 2001. Currently there are over 200 stores across Australia. Global opportunities enticed Aldi to open stores overseas.

- *Technology*

Microsoft: The market for PC-related tech (hardware/software) is always expanding and changing, and Microsoft must continue to innovate their products to entice customers, also to differentiate products.

- *Quality Expectations*

Mountain H2O: Customers expect the same tasting water and quality from every purchase. Certified as organic.

DICE/EA: Because of previously released products, customers expect high quality products, with a high degree of customer support and community support from the company. This company has continually tried to raise the quality of products by conducting surveys and trial periods (BETAS)

- *Cost-based competition*

Virgin airlines, tiger airways and Qantas: Competing against each other to supply a low-cost product to attract customers.

Operational Management Case Studies

Christer Karlsson



Operational Management Case Studies:

Logistics, Supply Chain and Operations Management Case Study Collection David B. Grant, 2016-03-03 The Logistics Supply Chain and Operations Management Case Study Collection contains real life scenarios from leading companies including Volvo Vortex Honda of America Green Cargo and Swedish Transport Administration It includes a foreword by Martin Christopher Comprehensive in scope and scrupulous in detail this collection includes actual events experienced by businesses of every size from SMB s to some of the most successful corporations in manufacturing transportation hospitality and other industries Readers will discover proven tactics and innovative solutions for handling uncertainties solving problems and circumventing risk plus a wealth of information to guide strategy and decision making Readers involved in logistics and supply chain management will find the Logistics Supply Chain and Operations Management Case Study Collection full of immediate application of strategies and tactics to situations and challenges valuable tools for testing management proficiency in crisis mitigation and resolution independent learning modules and professional training programmes expanded question and answer sections designed to measure knowledge transfer and lessons learned engaging topical situations highly relevant to the fields of logistics supply chain management and operations Students and prospective managers will learn crucial skills to meet current challenges qualify for professional advancement and achieve success

Cases in Operations Management Robert Johnston, 2003 The third edition of this clearly structured case book has been expanded and updated and includes an introduction to the analysis of operations management cases Key areas of operations management are dealt with including new areas such as operations strategy performance measurement and TPM

Production/operations Management Thomas E. Hendrick, 1985 **Operations and Supply Management 4.0** Marc Helmold, Brian Terry, 2021-04-12 Fierce competition globalisation and the permanent liberalisation of markets have changed the face of supply chains and operations drastically Companies which want to survive in a hostile environment must establish the optimum combination of supply and operations This book provides a holistic and practical approach to operations management 4 0 and supply management 4 0 It combines operations and supply best practices across the value chain It explains comprehensively how these new paradigms enable companies to concentrate on value adding activities and processes to achieve a long term sustainable and competitive advantage The book contains a variety of best practices industry examples and case studies Focusing on best in class examples the book offers the ideal guide for any enterprise in operations and supply in order to achieve a competitive advantage across all business functions focusing on value adding activities **Supply Chains in Action** Richard Wilding, 2019-10-03 Volume 2 of Logistics Supply Chain and Procurement Case Study Collection contains new case studies tackling Supply Chain and Procurement issues aiming to provide solutions affecting a range of different businesses Comprehensive in scope and scrupulous in detail this collection includes actual events experienced by businesses of every size from SMB s to some of the most successful corporations in manufacturing

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Operations Management Michael Lewis, Nigel Slack, 2003 The material is concerned with fundamental activities of organizations how they provide goods and services The increase in international competition has seen a resurgence of interest in the development of this field

Cases in Operations Management K. N. KRISHNASWAMY, M. MATHIRAJAN, 2008-08-18 This book is intended to enhance the knowledge of MBA students in Operations Management acquired in a basic level course The case study material covered relates to a wide spectrum of management activities and deals with the application of statistical operations research and system analysis methods to problems categorized under several headings The book can therefore be used in conjunction with a course in Operations Management or as an independent second course Thirty one real world cases in the book are the result of several years of research work by the authors including consultancy assignments doctoral dissertations and project assignments of graduate management students The cases are research oriented and encourage students to think rigorously in an environment of uncertainty of a real world situation The cases are comprehensive enough to drill students in devising alternative methods of solutions and arm them with a deep understanding of decision making processes instead of merely providing them with a general appreciation of managerial perspective These realistic cases help in learning applications of quantitative and analytical techniques of management bringing home to the student the challenges of managing activities throughout the organization Though a new title it is an enlarged version of Dr Krishnaswamy's earlier book Cases in Production Operations Management **EBOOK:**

Operations Management in the Supply Chain: Decisions and Cases SCHROEDER, 2013-02-16 EBOOK Operations Management in the Supply Chain Decisions and Cases

Operations Management B. Mahadevan, 2010 Covers the core concepts and theories of production and operations management in the global as well as Indian context Includes boxes solved numerical examples real world examples and case studies practice problems and videos Focuses on strategic decision making design planning and operational control Provided by publisher

Research Methods for Operations Management Christer Karlsson, 2016-05-31 Research Methods for Operations Management second edition is a toolkit of research approaches primarily for advanced students and beginner researchers but also a reference book for any researcher

in OM Many students begin their career in research limited by the one or few approaches taken by their department The concise accessible overviews found here equip them with an understanding of a variety of methods and how to use them enabling them to tailor their research project to their own strengths and goals The more seasoned researcher will find comprehensive descriptions and analyses on a wide variety of research approaches This updated and enhanced edition responds to the latest developments in OM including the growing prominence of services and production of intangible products and the increasing use of secondary data and of mixed approaches Alternative research approaches are included and explored to help with the early planning of research This edition also includes expanded literature review and analysis to guide students towards the next steps in their reading and more detailed step by step advice to tie theory with the researcher's own practice Including contributions from an impressive range of the field's leading thinkers in OM research this is a guide that no one embarking on an OM research project should be without **Cruise Operations Management** Philip

Gibson, 2006 Cruise Operations Management provides a contextualised overview of hospitality services for the cruise industry The book looks into management issues providing a practical guide for both students and professionals alike **Operations**

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Operations Management Rae Simons,2011-04-15 This title includes a number of Open Access chapters This book looks at a selection of important business management techniques from a variety of countries and types of businesses It discusses interorganizational information systems development organizational performance management activity based cost systems financial decision making processes

Operations Management: Concepts and Problems Cybellium, Welcome to the forefront of knowledge with Cybellium your trusted partner in mastering the cutting edge fields of IT Artificial Intelligence Cyber Security Business Economics and Science Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you're a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey [www cybellium com](http://www.cybellium.com)

Operations Management Mike Pycraft,2000

Operations Management for Healthcare Jan Vissers,Sylvia Elkhuisen,Nathan Proudlove,2022-11-25 This fully updated edition of the bestselling textbook on Health Service Operations Management provides an invaluable reference for students and researchers in the fields of healthcare management operations management and patient flow logistics Featuring theoretical frameworks and a comprehensive set of practical case studies this book also covers subjects such as hospital planning and supply chain management in healthcare quality assurance and performance management Healthcare managers work together with healthcare professionals in a multitude of challenging scenarios Trade offs have to be made between waiting times for customers and efficient use of scarce resources between quality of care and quality of services between the perspective of a single pathway and the total system and between the perspective of a single provider and that of a network of providers working together in the chain of primary care hospitals nursing homes and home care This book guides healthcare students and professionals through a set of practical tools and resources ranging from simple queueing models to more complicated analytical models to help address these issues The book can be used at an undergraduate level by introducing concepts definitions and approaches and at a postgraduate level through the application of approaches to operations management problems in healthcare practice It will serve as a primary textbook for a health service operations management course module in a Master's program on healthcare management

Production & Operations Management Upendra Kachru,2009 This book takes a pedagogical approach that is participative and interactive involving the case study method of learning

Chapters start with an Indian case study of a well known company This is used as a capstone case for the chapter The student will find this an easy learning experience as data and additional information for these enterprises is readily available The selection of such cases makes classroom learning truly suited to the Indian business environment The value driven approach to Operations Management is used in structuring the text into three modules The first module discusses the infrastructure function of Operations Management Infrastructure function is considered to be product process capacity and location Module Two describes the structure of the operations function This includes quality and other product transformation processes Module Three focuses on the organization people and processes i e the job the work and the workplace In addition most of the mathematical techniques have been separated into supplements attached to the relevant chapters Software solutions for the techniques have been explained in the text Every mathematical technique is exemplified with a number of solved problems Unlike many Production and Operations Management texts this book covers E commerce Industrial Safety Maintenance Environmental Management Green Productivity and new technological trends in the discipline These sections should add to the significance of exploring how firms can gain competitive advantage and promote sustainable development at the same time The last section of the book comprises of a selection of cases from The Indian Institute of Management at Ahmedabad The cases encompass the entire spectrum of Indian Industry the private and the public sectors professional and family managed business organizations service and manufacturing industries single industry and conglomerates The cases relate to Operations Strategy Supply Chain Management Capacity Planning New Products Manufacturing Technologies etc The Case Studies are of world class Prof Tirupati one of the authors of the case studies according to Management Science has penned one of the top 100 management articles in the 50 years The book is comprehensive lucid and easy to read and understand It should be of great value both to students and faculty

Health Operations Management Roger Beech, 2005 Focusing on the management of patient flows and resources in and between healthcare organizations this book will include both a theoretical framework and case studies for practical use by students

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