

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.

DIXIE/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.

Operations Management Case Studies With Answers

**George Frederick Shrady, Thomas
Lathrop Stedman**



Operations Management Case Studies With Answers:

The book delves into Operations Management Case Studies With Answers. Operations Management Case Studies With Answers is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Operations Management Case Studies With Answers, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Operations Management Case Studies With Answers
 - Chapter 2: Essential Elements of Operations Management Case Studies With Answers
 - Chapter 3: Operations Management Case Studies With Answers in Everyday Life
 - Chapter 4: Operations Management Case Studies With Answers in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, the author will provide an overview of Operations Management Case Studies With Answers. The first chapter will explore what Operations Management Case Studies With Answers is, why Operations Management Case Studies With Answers is vital, and how to effectively learn about Operations Management Case Studies With Answers.
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 4. In chapter 3, this book will examine the practical applications of Operations Management Case Studies With Answers in daily life. The third chapter will showcase real-world examples of how Operations Management Case Studies With Answers can be effectively utilized in everyday scenarios.
 5. In chapter 4, this book will scrutinize the relevance of Operations Management Case Studies With Answers in specific contexts. This chapter will explore how Operations Management Case Studies With Answers is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about Operations Management Case Studies With Answers. The final chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Operations Management Case Studies With Answers.

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