

## Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms



Filesize: 6.3 MB

### **Reviews**

*This pdf can be worthy of a read through, and superior to other. It generally does not expense excessive. Its been printed in an exceptionally simple way and it is just soon after i finished reading this ebook in which in fact modified me, change the way i really believe.*  
**(Mr. August Hermiston PhD)**

## COMPARISON AND CONTRAST OF THE OPERATIONS STRATEGY OF TWO 'MANUFACTURING FIRMS' WITH TWO 'SERVICE' FIRMS

[DOWNLOAD PDF](#)

Grin Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 297x210x4 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: -, The University of Surrey (School of Management ), course: Production and Operations Management , language: English, comment: Production and Operations Management Operation Strategy Comparison and contrast of the operations strategy of two manufacturing firms with two service firms Companies studied: Dell / Zara / McDonalds / Lufthansa by Markus B. Baum School of Management University of Surrey , abstract: INTRODUCTION:The purpose of this paper is to compare and contrast the operations strategy of two manufacturing firms with two service firms and to evaluate the order qualifying and order winning criteria.Operations strategy is one part of an enterprise s overall strategy (corporate strategy, business strategy and operational strategy) and defines the enterprise adjustment concerning core competencies, capabilities and processes, technologies, resources and key tactical activities necessary in any supply network, in order to create and deliver products or services and the value demanded by a customer (Lowson, 2001). CONCLUSION:The analysis of two manufacturing (Dell, Zara) and two service firms (Lufthansa, McDonalds) shows the correspondence between the theoretical approach of operations management and current practice. Each company has a whole enterprise strategy that includes the operations strategy. Each industry has different order qualifiers, but no company analyzed was able to be the best in all qualifiers, which supports the theoretical conclusion that fulfilling all objectives simultaneously, is impossible (Skinner, 1969).AUTHOR:Markus Baum is Group Finance Director at a management consulting (Germany) firm with focus on business strategy, supply chain management (SCM), manufacturing & logistics, sourcing & purchasing, marketing & sales, financial management and information technology (IT-strategy). The company has subsidiaries...

[Read Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms Online](#)[Download PDF Comparison and contrast of the operations strategy of two 'manufacturing firms' with two 'service' firms](#)

## Related Books



**Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By.** by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now...

[Read ePub »](#)



**Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By.** by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you...

[Read ePub »](#)



**Daddyteller: How to Be a Hero to Your Kids and Teach Them What's Really by Telling Them One Simple Story at a Time**

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.You have the power, Dad, to influence and educate your child. You can...

[Read ePub »](#)



**Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.**

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This isn't porn. Everyone always asks and some of our family thinks...

[Read ePub »](#)



**Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Read ePub »](#)

**My Brother is Autistic**

Barron's Educational Series Inc., U.S. Paperback. Book Condition: new. BRAND NEW, My Brother is Autistic, Jennifer Moore-Mallinos, Medical experts are just beginning to understand varying degrees of autism and its impact on both the autistic child

[Read eBook »](#)

**The Victim's Fortune: Inside the Epic Battle Over the Debts of the Holocaust**

HarperCollins. Hardcover. Book Condition: New. 0066212642 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-I

[Read eBook »](#)

**The First Epistle of H. N. a Crying-Voyce of the Holy Spirit of Loue. Translated Out of Base-Almayne Into English. (1574)**

Eebo Editions, Proquest, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now

[Read eBook »](#)

**The World is the Home of Love and Death**

Metropolitan Books. Hardcover. Book Condition: New. 0805055134 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-

[Read eBook »](#)

**Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)**

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and

[Read eBook »](#)