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# Chapter 2 Operations Strategy In A Global Environment

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~~1 Chapter 2 Operations Strategy In~~

IAF716 - Operations Management

Chapter 2 - Operations Strategy in  
a Global Environment September

20, 2018 What is Mission and

Strategy? A Global View of

Operations Operation Management

now requires a global view of

operation strategy. Culture,

religious, ethnic, and political

barriers are some constraint

factors or barriers in productivity.

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Section 2 Developing Missions and  
Strategies. 1) An organization ' s

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strategy is the purpose or

rationale for its existence. 2)

Which of the following activities takes place most immediately once the mission has been developed?

A) The firm develops alternative or back-up missions in case the original mission fails. B) The functional areas develop their

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This presentation covers the graphical material in Chapter 2 - Operations Strategy. There are levels which are considered a minimum to enter a market. This is the concept of Order Qualifier But we cannot excel in all competitive priorities at once. We need to make decisions. Look at the seminar on decision theory and

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Hand out the chapter.

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CHAPTER 2 OPERATIONS,  
STRATEGY AND OPERATIONS  
STRATEGY 25 is likely to lead to  
suboptimal performance and result  
in a failure to excel in any of the  
operations performance objectives.  
Consequently, organizations need  
to choose which performance  
objectives they will give priority  
to. This may result in having to

~~OPERATIONS, STRATEGY AND  
OPERATIONS STRATEGY~~

CHAPTER 2 Operations Strategy  
and Competitiveness Before  
studying this chapter you should  
know or, if necessary, review The  
role of the OM function in

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## ~~CHAPTER 2: Operations Strategy and Competitiveness ...~~

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Operations Management Chapter 2  
– Operations Strategy in a Global  
Environment PowerPoint  
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## ~~Chapter 2 — Operations Strategy in a Global Environment~~

Stage 2, External neutrality: The first step of breaking out of stage 1 is for the operations function to begin comparing itself with similar companies in the outside market. It is measuring itself against competitors performance and trying to be 'appropriate', by adopting 'best practice' from them.

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~~Chapter 2: Operations strategy  
Flashcards | Quizlet~~

## CHAPTER 2 OPERATIONS STRATEGY IN A GLOBAL ENVIRONMENT 51 Ethical

Dilemma As a manufacturer of athletic shoes whose image-indeed performance-is widely regarded as socially responsible, you find your costs increasing. Traditionally, your athletic shoes have been made in Indonesia and South Korea.

~~Solved: CHAPTER 2  
OPERATIONS STRATEGY IN A  
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2 Supply Chain and Operations  
Strategy Chapter Outline and  
learning ObjecTives Understand  
and Use Generic SC&O Strategies



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- List and explain the three generic strategies.
- Explain how managers use alignment to achieve strategic goals.
- Describe how managers assess customer value.

Explain How to Apply SC&O  
Strategy Process and Content

## ~~2 Supply Chain and Operations Strategy~~

operation management chapter 2.  
1. THE GLOBAL ENVIRONMENT  
AND OPERATIONS STRATEGY  
CJVM21. 2. GLOBALIZATION -  
means customers, talent, and  
suppliers are worldwide  
-contributes efficiency and adds  
value to the products and services.  
CJVM21. 3. 6 REASONS FOR  
TURNING INTO  
INTERNATIONAL OPERATIONS  
1. Improve the supply chain 2.

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Practice Problems: Chapter 2,  
Operations Strategy in a Global  
Environment. Problem 1: Identify  
how changes in the external  
environment may affect the OM

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Global Environment. For example, what impact are the following factors likely to have on OM strategy? a. The occurrence of a major storm or hurricane. b. Terrorist attacks of 9/11/01. c.

~~Practice Problems: Chapter 2,  
Operations Strategy in a ...~~

Chapter 2: Operations Strategy in a Global Environment Six Reasons why domestic business operations decide to change to some form of international operation Reduce costs (labour, taxes, tariffs) o Maquiladoras .Mexican factories located along the United States-Mexico border that receive preferential tariff treatment pay taxes on only the value added by Mexicans lol o moving jobs to low cost areas such as Mexico and

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Bangladesh cuz those mans don ' t  
want much since they broke mans  
Improve the ...

~~Chapter 2 - Operations Strategy in  
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File: ch02, Chapter 2: Operations  
Strategy and Competitiveness  
Multiple Choice 1. What are the  
two key components of the  
operations strategy of Federal  
Express? a) they own their own  
fleet of tractor trailers, and they  
use a sophisticated bar code  
technology b) they own their own  
fleet of tractor trailers, and they  
have a large warehouse in ...

~~File: ch02, Chapter 2: Operations  
Strategy and ...~~

a. run out of raw materials  
required for its operations b.

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overprice its products c. be forced to offer products of poor quality d. have high production costs Ans: A  
Cognitive Domain: Application (Apply) Learning Objective: 2-2.  
Define operations strategy, and describe how it is formulated and evaluated.

### ~~Chapter 2: Operations and Supply Chain Strategies Test Bank~~

Common Operations Strategies. There are many types of Operations strategies; two of the most common are quality-based strategies and time-based strategies. Quality-based strategies are commonly used when companies wish to elevate their reputation in the marketplace. Improving on their product design and the reduction of errors are the

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~~Operations Strategy and  
Competitiveness — Introduction to~~

~~...~~

Chapter 2. Operations AND SUPPLY StRATEGY. Review and Discussion Questions. Can a factory be fast, dependable, flexible, produce high-quality products, and still provide poor service from a customer ' s perspective?

~~Chapter 2 Operations Strategy and  
Competitiveness~~

CHAPTER 2: OPERATIONS STRATEGY IN A GLOBAL ENVIRONMENT TRUE/FALSE 1. The Boeing 787 Dreamliner has content from over a dozen countries in addition to the U.S.

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True (Global company profile, easy) 2. Boeing used international partners in building the Boeing 787 Dreamliner partly to attract demand from its competitor. True (Global company profile, easy)

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