SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAT613 – Operations Management

UNIT-I INTRODUCTION

Operation Strategy – Strategic fit -, Framework

Presented by

Ms. A. Hanis Sultana
Assistant Professor,
Department of Management Studies

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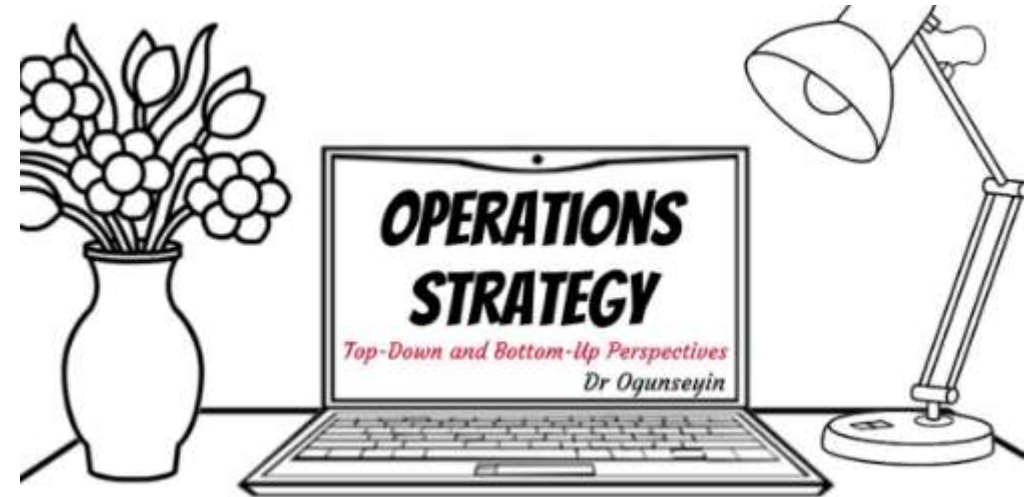
Design Thinking Curriculum

Redesigning Common Mind and Business Towards Excellence

TODAY'S TOPIC:

Operation strategy - Strategic fit and framework

Definition- Operation Strategy

- Operation strategy refers to the overall approach or plan that a company uses to manage its operations effectively in order to achieve its long-term goals and objectives. It involves decisions about how resources such as personnel, equipment, technology, and facilities are allocated to maximize efficiency, quality, and customer satisfaction while minimizing costs and risks.

key aspects of operation strategy

- ▸ **Product and Service Design**: Determining what products or services to offer and how they will be designed to meet customer needs and preferences.
- ▸ **Process Design**: Developing efficient processes for producing goods or delivering services, including decisions about technology, workflow, and resource utilization.
- ▸ **Quality Management**: Establishing standards and procedures to ensure that products or services meet or exceed customer expectations.

key aspects of operation strategy

▸ **Capacity Planning**: Balancing the level of production or service capacity with customer demand to avoid underutilization or overutilization of resources.

▸ **Supply Chain Management**: Managing the flow of materials, information, and finances from suppliers to customers, including decisions about sourcing, procurement, and distribution.

▸ **Inventory Management**: Determining the optimal level of inventory to meet customer demand while minimizing carrying costs and stockouts.

key aspects of operation strategy

▸ **Lean Operations**: Implementing principles and practices to eliminate waste, reduce lead times, and improve efficiency throughout the organization.

▸ **Agile Operations**: Being responsive and adaptable to changes in customer preferences, market conditions, and technology, often through flexible processes and rapid decision-making.

key aspects of operation strategy

- **Sustainability**: Integrating environmental and social considerations into operations, such as reducing waste, conserving resources, and ensuring ethical sourcing.

- **Technology and Innovation**: Leveraging technology and fostering a culture of innovation to improve processes, products, and services.