

# Honda's operational activities



**ASSIGN  
BUSTER**

**THE STRATEGIC OBJECTIVES OF OPERATIONAL MANAGEMENT**

IDENTIFY AND EXPLAIN THE ROLE PLAYED BY EFFECTIVE OPERATIONS

MANAGEMENT WITHIN HONDA. DISCUSS HOW HONDA'S OPERATIONAL

ACTIVITIES HAVE CHANGED IN RECENT TIMES.

Operations management is the business function that performs some tasks like-:

1. It makes plans to run any organization
2. It organizes, coordinates, need to produce a company goods.
3. It controls the resources that are essential to make better services.

**ROLE PLAYED BY EFFECTIVE OPERATIONS MANAGEMENT:-**

Its include changes input to outputs. It means transform of worker manager and raw material into finished products. In 1980's Company won world race championship Formula1 from its cutting edge low pollution and low fuel consumption engine. In 1989 company's founder Soichiro Honda choose into Detroit's symbolic Automotive Industry Hall Of Fame. Moreover Japanese invented a new formula name Right-first-time means that it is better way to focus on ' how to build quality' rather than ' test in quality'. This step is followed by Honda and as well as other companies also.

ACTIVITES CHANGED IN RECENT TIMES:- Nobuhiko Kawamoto's implemented an amendment with in Honda. Before his amendment company was using collective decision making process which means that all the companies executives sit into ' Board room' and thinks about problems. But Nobuhiko Kawamoto found that team work was not sufficient for achieving market share. He offered all executives for their private offices if anyone wanted.

Honda implemented the large mass lot production and small lot production. In former thousand of products made in a row or series in the western automobile industry each can make only a one automobile model. But in later small production assembly line can handle many of the vehicles. Objective is to focus on greater product variety. Honda combines both of these planning for achieving the goals.

One more approach to production planning is to implement a push and pull system. In push system strategy was made several month in advance. Similarly pull system was used for every day production. It helps to solve coming difficulties. For example if there are any problem with paint shop component maker are alerted and they try to solve the problems. More outcomes are there on combination of these two systems.

### **STRATEGIC OBJECTIVES OF HONDA:-**

**BUSINESS STRATEGY:** Honda's research and development system plays a vital role in its business strategy. While making their products Honda takes care about some factors:-

**Economical:-** product should be more economical. So that everyone can purchased their products.

**Environmental:-** Honda takes care about this factor also. So, company focus on engine of their products. It should be economically friendly.

**Stability:-** Honda takes care about manufacturing of stable products.

**Quality -:** Honda takes care to put best quality into their designs.

**ENTERPRISE STRATEGY:**

EVALUATE HOW SUCCESSFUL ARE HONDA OPERATIONS OBJECTIVES IN MEETING THE ORGANISATIONAL OBJECTIVES. IDENTIFY SOME OF KEY ISSUES FOR HONDA'S OPERATION IN THE NEXT FIVE YEARS.

Honda is pushing the autonomy of their sale operation and their future plans in all the areas. They work under the instruction and this helps all companies members to reduce the chances of risk. Honda's main objective is to follow rules and regulations and maintain good transparency. This is the way or strategy to make customers satisfied. Honda has spread his business in the world market. Honda has 134 production units in 28 countries and its 31 R & D spread in 15 countries. Honda company has a big worker organization with 167,000 employees satisfying 24 million customers in this global world. For better operation in Honda, these are divided into 6 bureaucratic domains.

**KEY ISSUES:** Honda Motor Co. established in 1948. Honda was the first Japanese company to start its manufacture of its product in Japan. Now Honda is a world-famous company and has to face some challenges to keep its position in the world market. There are some issues which Honda could face in the next 5 years.

**UNFAMILIAR ISSUES:** sudden elaboration in innovation and climate changes can occur. Sometime managers are not prepared for facing these types of difficulties. So, all the workers and executives are ready to face these issues.

**Control assortment:-** Honda is the biggest company in the world market. So it will take great care about managing diversity among staff (races and ages). This is a big key issue that can arise in the coming future.

**SUPERVISING CURRENCY CATASTROPHE:** This means honda should take care about currency crisis. So executives focus on the exchange rates in the market. if this issue occur then management should try to solve it.

**IMPROVE FUEL ECONOMY:** This is the important factor so, Honda reserve the proper stock of fuel. So enhance fuel austerity is the major factor for Honda.