

# Case for analysis does this milkshake taste funny

Technology, Information Technology



Wal-Mart Create a post to defend 'Opening Price Strategy'. Present your thought on either side of the issue Retail organizations' key objective is to increase sales thus increasing revenues and profitability. Therefore, the 'Opening Price Point' strategy used by Walton could be justified. The strategy offers introductory products in a product line at the lowest point in the market thus enable the product to be traded at price lower than prices of other traders in the market. Although this is some sort of unethical practice done to consumers, it has been yielding some recommendable output. However, majority of people do not like introductory products. This makes the strategy not to be as effective as expected despite violating consumer ethics.

#### Case analysis

What role did time play in this case?

Time played the major role in justifying the removal of the filters. In the case study, the time for the production was elapsing and George and his team had not finished their daily duties. The reason for their failure to complete their duty on time was the filters that clogged with maggots. This made the team to remove the filter so that they can speed up production in order to beat the time deadline for their daily production. Therefore, time was the major cause of the unethical practice of producing milk contaminated with maggots.

In the plant, why would a choice to run the product without filters be made?

What were dynamics contributing to such a choice?

Running the production process without filters in this plant speeds up the production process. As a result, the plant could produce more products in the

allocated time. This is one of the reasons why a choice to run the product without filters would be made. The other reason is the absence of the management. Management would have been worried more about quality than time thus hindering such a decision. One of the dynamics contributing to this choice is that the products go through a homogenizer, which can remove all the solid matter after production in the plant. The other dynamic is that the product would be going through pasteurization process. This process would kill any bacteria that might be in the product.

If you were George, what would you do? What would be the likely consequences?

Producing contaminated products for consumers is very unethical. If I were George, I would not agree to remove all the filters in the production plant. Instead, I would clean the filters and put them back to the plant. As a result, the product would be free of maggots. However, as the production team, we would not be able to produce the required daily capacity. Moreover, my relationship with colleagues especially Paul would be greatly affected.

What would management do to prevent the occurrence of workers making similar choices?

Occurrence of choices made in the case study was caused by time limitation. To avoid occurrence of such choices, the management should stop focusing on quantity and time and start focusing on quality. Moreover, the management should make sure that the night shift is allocated a manager for making such critical decisions. In addition, the managers allocated to manage the plants should be held accountable for plant activities to avoid occurrence of this kind of choices.