

Operations management principles

[Business](#), [Management](#)



OPERATIONAL MANAGEMENT PRINCIPLES To stay in the present marketing world a company should have good support services. The competition among companies is high and they to stay at the top they are using aggressive marketing strategies. The operational management and the Human Resource (HR) departments have a bigger role to play in the development of the respective companies. The quality of the product should always be of high standard.

As an analyst the writer has been assigned to work on certain problems of the Canbide Corporation. Customer care section plays an important role on deciding how good a company and should be taken seriously at all times. The Denver facility has grown physically since it came to existence in 1930's. To become a multinational company the management has to expand its units across the country. As company and its other units are slowly expanding so does the problems are increasing day by day.

At the Denver facility the units are not properly aligned. Customer has to go to each unit to purchase different commodities. This has become a big problem and customer service problems are on a high. As an analyst my advise to the company is to align the units and make it a one big mall so that customers won't have run here and there for the products. Separate entry and exit points should be provided for trucks.

Another important suggestion is to go high tech. Give more publicity to online shopping and offer free home deliveries. This would highly decrease the physical activity and customers can purchase their products in real time. Customer care should be made available 24 hours.

This would give positive result in customer satisfaction index.

Since costs are soaring high remedial steps should be taken immediately. Whether we agree or not the daily rise in prices is due to increase in oil per barrel in the gulf. Alternate steps should be taken to cope this problem. One suggestion is to cut the jobs, which is ethically incorrect. Other option is to shift the production base to any other place that offers the basic facilities at cheaper rate. In other words outsourcing is the best way to deal with rising costs.

Outsourcing the production units to third world countries like India, China, Philippines, etc., saves manufacturing costs. Suppose if manufacturing a product in US costs up to \$10 it would cost around \$2 in third world countries. There are no second thoughts on the quality of the product. The quality remains same and is of high standard.

The copiers should be upgraded as and when required. Up gradation is a must since old horses cannot run on new courses or for that matter any other course. Since so much money has been invested then proper care should be taken.

Reference

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