

Operations business report

Business



**ASSIGN
BUSTER**

Competitive Advantage Santa, having two flying services (Santa and Strata) allows them to organism and book two aircrafts to serve the passenger to compete the competitive advantage more than others Santa established the frequent flyer program that different from other Lorene to make customer loyalty. Santa Is also In coalition with many local companies.

Woolworth is the most known and the idea is to provide a competitive advantage to each other Santa is known for premium service so they incorporate Strata as a budget flight giving a competitive advantage, but also a cost advantage Santa is one of the worlds most recognized and reputable brand, which gives them an opportunity to exploit their competitive advantage.

. Operations Santa manages to sustain a competitive advantage In the market, predominantly due to how their operations function and how they manage It. 3. 1 – strategic Role of operations Santa has three different strategic roles of operations. These strategies that Santa has incorporated are cost leadership, differentiation and market focus

Operations management within Santa includes scheduling, determining staffing levels and staff training and has demonstrated its ability to respond quickly to challenges and the success of rival low cost airlines Santa' operations are strategically important because most organizational activity comprises the day-to-day activities within the operation function Its strategy and operations go hand-in- hand and Is a key determinant of its ability to achieve long term success and ultimately, a competitive advantage within the market 32 – Incenses on operations

The influences and current operational responses by Santa include globalization, rapidly developing technology and increased cost-based competition. Globalization has made Santa re-think about their operations as they need to not only keep up with constant fluctuations and how the world is responding to it, to sustain their competitive advantage.

The responses from Santa regarding globalization include o launching new airlines in Asia due to the Asian century we are experiencing and o cost minimization to be more internationally competitive. The rapidly developing technology from Santa has allowed for operational processes to be a lot more efficient and effective. The changes have included o newer planes o new check ins o Q bag tags. Due to the expanding market of aircraft, it has resulted in an increased cost based competition.

The advantages that outsourcing has given Santa include saving in capital outlay, saving in labor and saving in cost. Santa relies heavily on technology, but airline technology is complex and it is continually being advanced and updated. Santa was one of a number of airlines, who placed advance orders for the new Airbus A350-900, but they were opted to make sure they were not the airline to receive the very first ones as

Santa are all about quality for the customer. Santa made sure that they could sustain their competitive advantage within the market by ensuring that they got leading edge and established technology that was well reviewed and started outsourcing the right things to keep the operations effective and efficient 4.

Conclusion Through Santa' strategies they have adopted, the way they have changed and adapted to the influences within the market and the efficiency of the their processes, it has allowed for Santa to not only gain a competitive advantage but sustain it as well