

# Operations summary

[Business](#)



Executive Summary Executive summary The identifiable design approaches for service and product process design matrix are banking services and a car manufacturing respectively.

In the service design matrix, the customer interacts with the service provider in either of the three process three approaches, production line, self-service or personal attention and produce is intangible.

Production line: This approach the organization controls the outlet like in banking halls. In this approach the customer has a higher contact with the provider. Examples of these include schools, bank halls, hospitals and hotel. This method the service provider delivers the quality services.

Self Service: This a process the customer procures the services without involving the provider. Examples of these include the grocery stores, ATM at banks, the supermarkets, websites and e-ticketing. In this design the physical office is eliminated (APICS)

Personal attention: In this approach the customer has a minimum contact with the provider and the customer develops a relationship with the service provider representative. Eg sales person. This approach the work flow is not customized and provider seeks to build customer loyalty.

In the product design matrix, materials are added a value in a defined flowing system in either three types of design systems job shop process, batch flow or assembly line.

Job Shop Process: This is manufacturing of a product in a fixed time and cost as per the requirements of the customer, and is done one by one. The jobs are unique, volumes are low and the variety is quite high (S. Anil Kumar, 2006, p. 17). The examples of Job Shops include in metal fabricators, ship <https://assignbuster.com/operations-summary/>

building and in construction.

Batch flow; examples of batch flow include air travelling, traditional mortgage loan processing, textile apparels, and bread factories. The products are manufactured in regular intervals, characterized by the routing of the jobs and sometimes the products are kept in a warehouse awaiting sales (S. Anil Kumar, 2006, p. 18).

Assembly line: The examples of assembly line include in car manufacturing, mobile handset, television and most consumer products goods. The operations are performed in sequence and are assembly-oriented. The product moves from one workstation to the next in a sequence of operations and materials are handled by devices like conveyors (S. Anil Kumar, 2006, p. 19).

Figure 1

Process Design Aspect

Service

Product

Design focal point

Customer satisfaction

Product quality.

Strategy

Process evaluation external and internal.

Growth and launch new products

Process design approach

Efficiency approach.

Six Sigma approach to reduce defects.

Process map

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Levels of interaction with the service provider by the customer.

List of all materials used in producing the goods including packaging.

Process Performance Measurement

No of customers attended.

No of Tonnes processed in a day.

Factory location

Access to customers, infrastructure and availability of labour.

Access to raw materials and markets. Infrastructure i. e. road, water and communication services. Availability of labour.

Facility layout

Enough horizontal for maximum interaction of the customer and service provider.

It should be integrated, with minimum movement; space should be utilized both vertical and horizontal. The layout can be changed and materials flow forward. Minimum material handling, safe and secure.

Process design

Some service can be automated. Depend on type of service

Depend on the job.

Scheduling

Demand of service and jobs are in done a sequence.

Jobs are scheduled, in sequence and with a production plan.

Producing planning

Resources available to serve the customer.

Collection of data, analyzing it to know of schedule and the demand of the product

Workforce

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Skilled. IT savvy and it requires more personnel. Need supervision. Not highly paid.

Highly skilled. Highly Paid. Need no supervision.

Quality

Process of service delivery.

Process of production, including men, machine and materials.

Capacity

Ability to offer services in time as requested.

Ability to planning for materials and process material.

Inventory

Can't be inventoried.

Material in stock.

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