

# Good business plan about operations management

[Business](#), [Company](#)



## **Application of Operations Management**

Based on research findings incorporated in an article entitled "What the iPhone 6 Plus Supply Shortage Says about Apple's Future", it is apparent that Apple Inc. underestimated the demand of their renowned product, iPhone 6 Plus. A survey that was done by the RBC Capital Markets involved a total of 6000 participants, this research established that a considerable number of people had the aptitude of buying the aforementioned product. But the supply was deficient. 49% of those surveyed aspired to buy this product or any other Apple product deemed to have similar features to the aforementioned. But since the demand exceeded the supply of the same, they were not in a good position to buy this product (Levy n. p). Apple Inc. Being a company that has loyal customers who are always willing and ready to buy the latest phone model by this company. It is arguably true to make apparent the fact that this company has made similar mistakes in the past (Levy n. p). As recorded in this article, this company made the same mistake last year, in the previous year 2013; Apple Inc. underestimated the demand of its high-cost model iPhone 5c (Levy n. p). The above make it apparent that Apple Inc. has been predominantly making the same mistake, of underestimating the demand of its high-cost models. A fact that that fosters the need of looking into ways that such mistakes can be eradicated and avoided come the future.

In regards to the underestimated demand of Apple Inc. Product (, iPhone 6 Plus) this tool will be employed by essentially incorporating the model referred to as DFSS ("Design for Six Sigma") (Breyfogle 35). The six sigma strategy or rather strategy based on the above has five phases that ought to

be adhered to in order to accomplish the desired output or rather the outcome in the aftermath. These phases include:

- Defining goals that are deemed relevant to the objective outcome
- Measuring and subsequently identifying TQs (features that are essential and critical To Quality)
- Analyze to develop and formulate alternatives
- Design the an alternative deemed significant and best suited as per the analysis done prior
- Verify the adopted design, and subsequently hand it over to the management.

Considering that the aforementioned process involves insightful analysis and application of technical processes, this tool in effect may take an estimated period of one month. Considering that customers are still demanding for this product earnestly, the strategy adopted will be effected and subsequently used to resolve the problem as recorded in the article. Subsequent to the implementation of this strategy, it is apparent that a considerable number of business aspects of Apple. Inc will be affected. Firstly, the operational management will have to employ technicians among other employees that will implement the adopted strategy. In addition, customer base might be affected in the sense that they will be kept waiting as the new strategy takes effect. Subsequent to a full implementation of the adopted alternative, the problem that is of the essence will be avoided and eradicated subsequently.

## **Works Cited**

Breyfogle, III F. W. Implementing Six Sigma: Smarter Solutions Using Statistical Methods.

<https://assignbuster.com/good-business-plan-about-operations-management/>

Hoboken: John Wiley & Sons, 2003. Internet resource.

Levy Adam. What the iPhone 6 Plus Supply Shortage Says about Apple's Future. Fool. com,

23 Sep. 2014. Web. 3 December 2014.

Tennant, Geoffrey. Six Sigma: Spc and Tqm in Manufacturing and Services.

Aldershot [u. a.:

Gower, 2001. Print.