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Hard Rock Cafe: Making the Right Decisions Operations management is the planning, scheduling and control of the processes that an organization undergoes to deal with transforming inputs into finished goods and services (Bicheno, J. and Elliot, B. R., 1997). There are ten critical decisions of strategic operations management that help to ensure that any organization attains success. Hard Rock Cafe is a very clear example of how successful a business can be when these decisions are attended to correctly. One of the strategic operations management decisions is product and design decision. Hard Rock Cafe applies this by constantly modifying and improving the products and services that they offer. They have changed their menus from simple ones to more high-end items. They have likewise added a new emphasis on live music and even maintain a popular website and a weekly cable television program on VH-1. Next, quality is constantly and strictly managed by Hard Rock as they do surveys on a regular basis to evaluate the quality of food and service at the cafe. Hard Rock also understands that process and capacity design is crucial so that they make sure that they use the right equipment and technology in their branches all over the world. Next is location selection decision. Since Hard Rock is located at Orlando Universal Studios which is a traditional tourist destination, their cafe is flocked by tourists and locals alike and they never run out of customers. They were also able to strategize the layout of the place carefully to accommodate the needs of their customers. When it comes to human resources and job design, Hard Rock employees are chosen so that they are not only competent in their job skills but are also passionate about music and have engaging personalities. This makes it even more pleasant for customers to frequent Hard Rock. Furthermore, because the tourist environment of Orlando

changes dramatically, cafe staff is scheduled down to 15-minute intervals thus keeping up to the scheduling decision of operations management. It is thus obvious that the kitchen staff and the wait staff of Hard Rock, which make up most of the 400 people employed by the cafe, are very productive because they are able to efficiently churn out over 3, 500 meals a day in their Orlando branch alone and the customers just keep coming back. Finally, the supply chain, inventory and maintenance management of the cafe have been taken care of by outsourcing these aspects of the operations to Avicon, a supply chain specialty firm. The decision has proven to be a good one for Hard Rock because years later, Hard Rock is still one of the leaders in the music-themed cafe-slash-specialty shop in the global arena. Indeed, Hard Rock Cafe has made its mark in the service industry. Since its humble beginnings as a London pub thirty years ago, Hard Rock now manages 110 cafes, three hotels, casinos, live music venues, a rock museum, and a huge annual Rockfest concert. Indeed, a huge part of Hard Rock's success as a global phenomenon can be attributed to the proper, appropriate, and timely operations management decisions that they have made. References: Bicheno, J. and Elliot, B. B. R. (1997). Operations management: An active learning approach. Malden, MS: Blackwell Publishers Inc. Render, B., Heizer, J., & Amer, B. Introduction to Operations Management: Hard Rock Cafe, A Case Analysis. Wibowo, R. 10 Strategic Operations Management Critical Decisions. http://www.associatedcontent.com/article/1144036/10_strategic_operations_management.html?cat=3. Accessed 23 January 2011.