

# [Critically evaluate the operations management strategy of hard rock cafe business...](https://assignbuster.com/critically-evaluate-the-operations-management-strategy-of-hard-rock-cafe-business-essay/)

## Introduction:

Operations strategy is the collective concrete actions chosen, mandated, or stimulated by corporate strategy. It is, of course, implemented within the operations function. This operations strategy binds the various operations decisions and actions into a cohesive consistent response to competitive forces by linking firm policies, programs, systems, and actions into a systematic response to the competitive priorities chosen and communicated by the corporate or business strategy. In simpler terms, the operations strategy specifies how the firm will employ its operations capabilities to support the business strategy.

Read more: Operations Strategy – organization, system, examples, advantages, type, company, business, system, Key success factors, Distinctive competencies, Order winners/qualifiers, The need for an operations strategy http://www. referenceforbusiness. com/management/Ob-Or/Operations-Strategy. html#ixzz183Y6GGZ7

The contents of all hard rock cafe operations management strategy is reflected in the strategic decision as follows:

Design of Goods and Services.

When customers come to the Hard Rock Cafe at any time, they have received excellent service. The Hard Rock Café’s menu changes regularly to give customers the sense of taste and variety of food. The atmosphere is also frequently change over time. The products they sell are always best.

For the design, creating products and services are organized and conducted by the three functions. These functions are really needed for the job not only producing products but also necessary for long-term survival of the business.

Marketing:

Not just providing products to consumers, Hard Rock Café also know how to create demand and supply and service orders on a single product.

Production / operation:

On providing product delivery to the Hard Rock Café where customers make orders when the customer needs and stay wherever the customer wants.

Finance / Accounting:

The supply of products to which customers are also simpler for customers to pay cash, and employees can get cash immediately to the bill from small orders, or customers can also use credit cards to pay for larger orders if necessary.

Managing Quality

Hard Rock cafe always attaches importance to product quality and service quality. In order for products and services better and better, they often set up surveys and solicit customers. This will also be integrated easily what customers like and dislike about products and their services, since there are additional changes to the better business to improve profitability.

Process strategy

Location strategies

Layout of strategies

Human resources

Supply- chain Management

Scheduling

Maintenance

## —————————————————————————-

Operation Management strategy is the area concerned with the efficiency and effectiveness of the operation in support and development of the firm’s strategic goals. Other areas of concern to operations management include the design and operations of systems to provide goods and services. To put it succinctly, operations management is the planning, scheduling, and control of the activities that transform inputs (raw materials and labor) into outputs (finished goods and services). A set of recognized and well-developed concepts, tools, and techniques belong within the framework considered operations management. While the term operations management conjures up views of manufacturing environments, many of these concepts have been applied in service settings, with some of them actually developed specifically for service organizations.

Operations management is also an academic field of study that focuses on the effective planning, scheduling, use, and control of a manufacturing or service firm and their operations. The field is a synthesis of concepts derived from design engineering, industrial engineering, management information systems, quality management, production management, inventory management, accounting, and other functions.

The field of operations management has been gaining increased recognition over the last two decades. One major reason for this is public awareness of the success of Japanese manufacturers and the perception that the quality of many Japanese products is superior to that of American manufacturers. As a result, many businesses have come to realize that the operations function is just as important to their firm as finance and marketing. In concert with this, firms now realize that in order to effectively compete in a global market they must have an operations strategy to support the mission of the firm and its overall corporate strategy.

Another reason for greater awareness of operations management is the increased application of operations management concepts and techniques to service operations. Finally, operations management concepts are being applied to other functional areas such as marketing and human resources. The term marketing/operations interface is often used.

Read more: Operations Management – strategy, levels, manager, model, business, History of operations management, What do operations managers do? http://www. referenceforbusiness. com/management/Ob-Or/Operations-Management. html#ixzz17PkUiNy3

Evaluate the challenges posed by globalisation on the role of Operations Management in terms of facility location, cultural differences, distance working, the management of staff and supply chain vulnerability./ Äánh giá nhá»¯ng thách thá»©c Ä‘ áº·t ra bá» Ÿi toàn cáºu hóa vá» vai trò cá» a hoáº¡t Ä‘ á»™ng quáº£n lý vá» vá»‹ trí cÆ¡ sá» Ÿ, khác biá»‡t vÄƒn hóa, làm viá»‡c tá»« xa, quáº£n lý nhân viên và dá»… bá»‹ tá»•n thÆ°Æ¡ng dây chuyá»n cung á»©ng.

In this context the Hard Rock Café is a global company to provide the well being of society. These products take on a multitude of forms. These firms produce thousands of complex products every day- to be delivered as the customer ordered them and where the customer want them.

Critically examine the contribution of Operations Management to a sustainable organisation in areas such as purchasing & supply, transformation and logistics.

Cá»±c kiá» ƒm tra sá»± Ä‘ óng góp cá» a hoáº¡t Ä‘ á»™ng quáº£n lý cho má»™t tá»• chá»©c bá»n vá»¯ng trong các lÄ©nh vá»±c nhÆ° mua và cung cáº¥p, chuyá» ƒn Ä‘ á»•i và háº­u cáºn

Apply project management techniques and methods to Operations Management design, development and implementation activities./ Áp dá»¥ng quáº£n lý dá»± án ká»¹ thuáº­t và phÆ°Æ¡ng pháp hoáº¡t Ä‘ á»™ng quáº£n lý hoáº¡t Ä‘ á»™ng thiáº¿t káº¿, phát triá» ƒn và thá»±c hiá»‡n

Critically reflect on international transportation methods and their contribution to Operations efficiency./ Cá»±c pháº£n ánh vá» các phÆ°Æ¡ng pháp váº­n táº£i quá»‘ c táº¿ và Ä‘ óng góp cá» a há» Ä‘ á» ƒ hoáº¡t Ä‘ á»™ng hiá»‡u quáº£

Evaluate the impact of risk management policies and techniques on Operations Management strategic and day to day activities./ Äánh giá tác Ä‘ á»™ng cá» a chính sách quáº£n lý rá» i ro và các ká»¹ thuáº­t vá» hoáº¡t Ä‘ á»™ng quáº£n lý chiáº¿n lÆ°á»£c và hoáº¡t Ä‘ á»™ng háº±ng ngày.

Evaluate the contribution of IT to supply chain efficiency and effectiveness/ Äánh giá sá»± Ä‘ óng góp cá» a CNTT Ä‘ á» ƒ cung cáº¥p hiá»‡u quáº£ dây chuyá»n và hiá»‡u quáº£

## 10 Operation Management Strategy Decisions:

## Design of goods and services

## Managing Quality

## Process strategy

## Location strategies

## Layout of strategies

## Human resources

## Supply- chain Management

## Scheduling

## Maintenance

## Qs 2: In the light of the above, discuss the operations management challenges and opportunities for Hard Rock when considering an expansion of its business into Hanoi.

## Ans