

# Pret planning essay sample



**ASSIGN  
BUSTER**

Additional Guidance Notes – To be read in conjunction with the Assignment Brief posted on the NOW system.

The general feedback from the formative presentations was very positive however there were concerns that some students were focusing on marketing rather than operations management. It is important to draw on the operations theory used in the lectures and seminars to support your assignment as well as the additional reading set throughout the module. Wider relevant reading may also be referred to.

In completing this case assignment your team should draw on information within the McDonalds and Pret A Manger cases rather than wider personal experience of these organisations.

The following guidelines (in red) have been developed to support your understanding of the assignment. These are suggestions rather than instructions and should be expanded upon to fully meet the brief. Please ensure you look at the assignment marking grid on NOW to fully understand what we are looking for in the assignment.

Body of the report

1. Apply 4 V's model from Slack et al (2011) to the McDonalds case study when delivering their original menu. Discuss how these four dimensions may have influenced their original operations practice. Include within your discussion the following:
  - i. process
  - ii. layout
  - iii. control

iv. quality

v. inventory

(approx. 900 words)

The 4 Vs model from Slack et al (2011) is key to your analysis. What is the 4Vs profile of the original menu?

\* In your discussions refer back to the 4 V's and use other models/theory to support your discussions. In your discussions refer back to the 4 V's and use other models/theory to support your discussions. Process –What is the nature of the process and why has it been chosen? \* Layout –ensure you consider the models and theory from the lecture \* Control – this refers to production planning and control. \* Quality – how is quality maintained in the delivery of the original menu? \* Inventory – what types of inventory are used and why? This is not just about input inventory. 2. Compare the operations practice of the McDonald's case when delivering the original menu, with the Pret A Manger case study, vi. what are the differences in their operations practice? What specific differences stand out to you?

vii. why do these differences exist?

Use models and theory to support your answer.

(approx. 900 words)

3. Discuss the operations implications of McDonald's introducing the 'made for you' service. viii. how has the 'made for you' service impacted on the alignment between operations and their historical market? What is the nature of the 'made for you' menu? Does it align with the operations used in delivering the original menu? Explain your answer fully. ix. what specific

operational challenges do McDonald's face as a consequence of the 'made for you' service? What specific challenges does the operation face in introducing the 'made for you'- identify the route course of the challenge.  
(approx. 600 words)

4. In conclusion:

\* Drawing on your analysis 1 to 3 above; does your group think the recent changes in McDonald's can be sustained? Justify your answer. There is not wrong or right answer to this question, however whatever you suggest must be backed up with a logical explanation. \* Briefly reflect on what your team have learnt from this assignment. In this final section please reflect on your learning through the application of theory and learning as part of a team. Reflection is an important skill you will use throughout your time at NTU, this is therefore a good opportunity to practice it. Your seminar tutor will help you to understand the process of reflection.(approx. 500 words)

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