

# [The strategy in view the competitive priorities cost,](https://assignbuster.com/the-strategy-in-view-the-competitive-priorities-cost/)

[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

The article I have selected iswinemakers turn to MIT to save pinot noir in warming temperatures retrievedfrom Bloomberg (mcCoy, 2018)this article focuses on the impact of global warming on the products as thepinot noir is a temperature sensitive wine and the taste and varies withtemperature. If the temperature is too hot then the wine gets jammy flavours, it gets little extra acidic and the level of alcohol increases. On the otherhand, if it gets too cold the grapes fail to ripe. All in all, pinot noir istemperature dependant and requires average growing season temperature rangingspecifically from 57F to 61F. The changes in temperature globallyhas risen to two degrees in past two decades which has affected the taste ofpinot noir. This will eventually affect the rate of buyers over production. Toover this issue one of the biochemical engineer Jean- Francois Hamel hasdiscovered a way to artificially enhance the flavour of pinot noir without thecombat of potential climate effect.

This will keep the rate of buyers alongwith the rate of production. The concept which I have selected isthe operation strategy. Operationsstrategy is known as the development of a long-term plan by using the foremostresources that a ? rm carries to meet the level of compatibility between theseresources and the ? rm’s long-term business strategy that it has implied. Operationsstrategy reports very broad questions on how it will use its resources toachieve a desired objective (Anon 30) thisconcept focuses mainly on business strategy formulation which is based on fourkey factors including marketing, operations, product development and finance.

Operation strategy at first develops a plan focusing on certain competitivepriorities just to meet the long-term plan keeping time, flexibility, cost andquality on mind. Keeping operation strategy in viewthe competitive priorities cost, quality, time and flexibility were kept inmind. Seeing the level of production differing from level of selling, certainoperations were implied, developing a product that can meet level of finance. The only issue with the pinot noir was its taste which was temperaturedependant. People buy it just to have its aroma and flavour so instead ofletting the product failed.

To make their strategy maintainable for a longerrun, they worked with the bio chemical engineers to eradicate the dependency ofthe pinot noir by using the resources they must meet the level of theircustomer needs and somehow improved the flavours of their product.