

# The strategy in view the competitive priorities cost,

[Business](#), [Marketing](#)



The article I have selected is winemakers turn to MIT to save pinot noir in warming temperatures retrieved from Bloomberg (McCoy, 2018). This article focuses on the impact of global warming on the products as the pinot noir is a temperature sensitive wine and the taste varies with temperature. 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 other hand, if it gets too cold the grapes fail to ripen. All in all, pinot noir is temperature dependant and requires average growing season temperature ranging specifically from 57F to 61F. The changes in temperature globally has risen to two degrees in past two decades which has affected the taste of pinot noir. This will eventually affect the rate of buyers over production. To over this issue one of the biochemical engineer Jean- Francois Hamel has discovered a way to artificially enhance the flavour of pinot noir without the combat of potential climate effect.

This will keep the rate of buyers along with the rate of production. The concept which I have selected is the operation strategy. Operations strategy is known as the development of a long-term plan by using the foremost resources that a firm carries to meet the level of compatibility between these resources and the firm's long-term business strategy that it has implied. Operations strategy reports very broad questions on how it will use its resources to achieve a desired objective (Anon 30) this concept focuses mainly on business strategy formulation which is based on four key factors including marketing, operations, product development and finance.

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

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