

Assignment

[Business](#), [Management](#)



United Technologies Otis Unit al Affiliation Poor quality at United Technology Otis unit damaged their financial performance and competitive position in various ways. Poor quality brought about low demand, money and time to repair, and low productivity for the employees The low demand was due to poor reputation that the company from the public. Low productivity of the employees was brought by wasted time that was experienced from the employees. The company had to incur a lot of time and money expenses thereby affecting the normal operation of the company (Hill & Jones, 2013).

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There are various principles on the competitive strategy and advantages that can be learned from the United Technologies Otis case. The two main principles comprises of the superior quality and the superior efficiency. The superior efficiency include the experience curve and the learning effect (Hill & Jones, 2013). On the other hand, the superior quality entails its excellence and reliability. As illustrated in the diagram below

Superior efficiency can gladly be achieved through designing products for easy manufacturing and organizing self-managing institutions. Additionally, it was evident from the study that the superior quality can be achieved by finding ways of measuring the quality and reduce costs and error. Another important principle that was all evident in the study is superior innovation. In ' superior design, there are proper principles when better design and good process of manufacturing are in place. For instance the average time between the part failure rose from 2500 hrs to 170000 hrs. There was a massive improvement that rose from the best manufacturing and design process.

References

Hill, C., & Jones, G. (2013). Strategic management. Mason, OH: South-Western, Cengage Learning.