

Hard rock operations management and productivity



The purpose of this paper is to discuss how the ten decisions of operations management s applied at HRC and how the productivity of the kitchen and wait staff is determined. Service and product design: Hard Rock Caf© started with a simple design. In the 1970s rock and roll was at its peak in the music world, so what better design than an electric guitar with the words Hard Rock written across. The products and services provided at that time were those of a traditional London pub.

Customer requests depicted what services to offer and provide at the first Hard Rock Cafe. Quality management: It's unique how Hard Rock Caf© defines quality within their properties. They do this by conducting numerous surveys to get an honest assessment from whom else but their number one priority, the customer. They pride themselves on quality from the music, food, and atmosphere. Their surveys are on a scale from 1-7, and anything less than a 7 is considered a failure.

Their menu will change according to customer surveys and feedback. They expand their menu to change with the times and to fulfill customer recommendations accordingly. Process and capacity design: The process and capacity design is what drives the decision of the locations of their facilities. HRC creates products in an efficient manner, by analyzing them for cost effectiveness and by labor requirements. HRC analyses the whole production process from purchasing food ingredients, to preparing the food, and to serving the food.

They ensure their process and capacity design creates a quality meal and dining experience for each and every one of their customers. Location: HRC

has always catered to high tourist cities and destinations. In most large cities around the world you can find a Hard Rock Caf©. Making sure that the location of the operation will have the most exposure for the services that are being rovided. Demographics play a vital role in the support of the product being provided.

For example Universal Studios Orlando is visited by millions of tourists annually. When HRC decided on Universal Studios as one of their sites, they included in the process on how to accommodate for tourists and locals that filter thru the theme park daily. HRC decided to add state of the art lighting, tall standing pillars, and a stage for concerts at Hard Rock live that accommodates 3, 000 people. Their design was that of the Roman Coliseum made of rock pillars. There are over 400