

Operations Management For Competitive Advantage 12th Edition

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~~Operations Management for Competitive Advantage~~

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~~Operations management refers to the activities, decisions and responsibilities of managing the resources which are dedicated to the production and delivery of products and services. The part of an organisation that is responsible for this activity is called the operations function and every organisation has one as delivery of a product and/or service is the reason for existence.~~

~~Operations management as a source of competitive advantage ...~~

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~~Operations Management for Competitive Advantage~~

~~Firms these days, whether small or large, new age companies like Amazon, Ola or age old Firms like the Tatas, the Godrejs or Maruti, they all want to gain competitive advantage. Firms can gain competitive advantage through many ways, be it Cost leadership, catering to niche markets. With the advent of Digital age, even digital technology has been used in almost every field to harness its power to gain advantage. Operations and Supply Chain both play important parts in any organization.~~

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~~Operations managers do this by using suitable techniques and strategies. Managers can design and operate processes to give the organisation a competitive advantage. A process takes one or more inputs,~~

it then transforms and adds value to it and provides one or more outputs. Appendix 1 displays this process.

~~Operations management as a source of competitive advantage ...~~

FORTRUST regards management and operations as a core competency that helps it win new clients and control capital and operating expenses. Shortly after receiving word that FORTRUST had earned Uptime Institute's Tier Certification for Operational Sustainability (Gold) for Phase 7 of its Denver data center, Rob McClary, the company's executive vice president and general manager, discussed ...

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Competitive advantage is "a firm's ability to achieve market and financial superiority over its competitors". It can be achieved in different ways like outperforming its competitors on price, quality, quick response, flexibility, innovation etc. In other words, Competitive Advantage is the attribute that allows an organization to ...

~~Competitive Advantage of Air Asia - Operations Management 101~~

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