

Read the Concept Design Case Study: Answers will be discussed in groups with the help of the lecturer




Questions.....

1. Why is operations management important in CDS?
(Fill the table in the next page)
2. How do the company's products differ? Draw the 4 V diagrams for all three products/services?
3. Draw the polar diagram for all 3 offerings & What would you advise the company to improve their operations?

See the next few slides for structuring your answers

Why is operations management important in CDS?

What does customer value in each of the three product lines

			
Appearance			
Quality conformance			
Customer relationship			
Speed of service			
On-time delivery			
Wide range of products/services			
Frequent new products/services			
Price / cost			

4V typology of operations

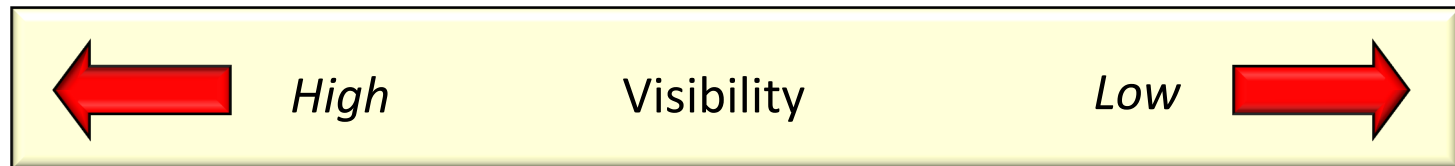
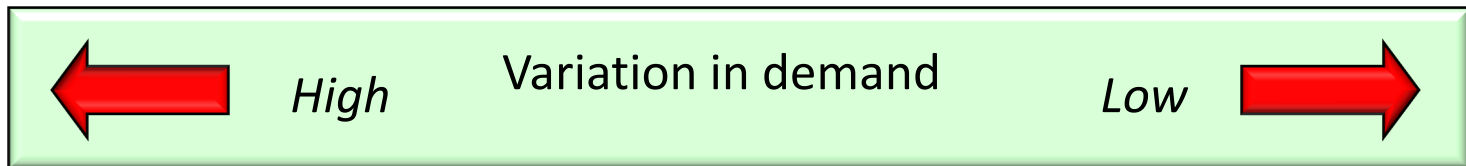
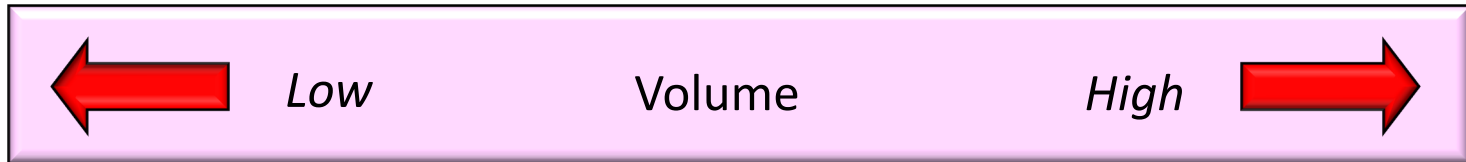
Partnerships



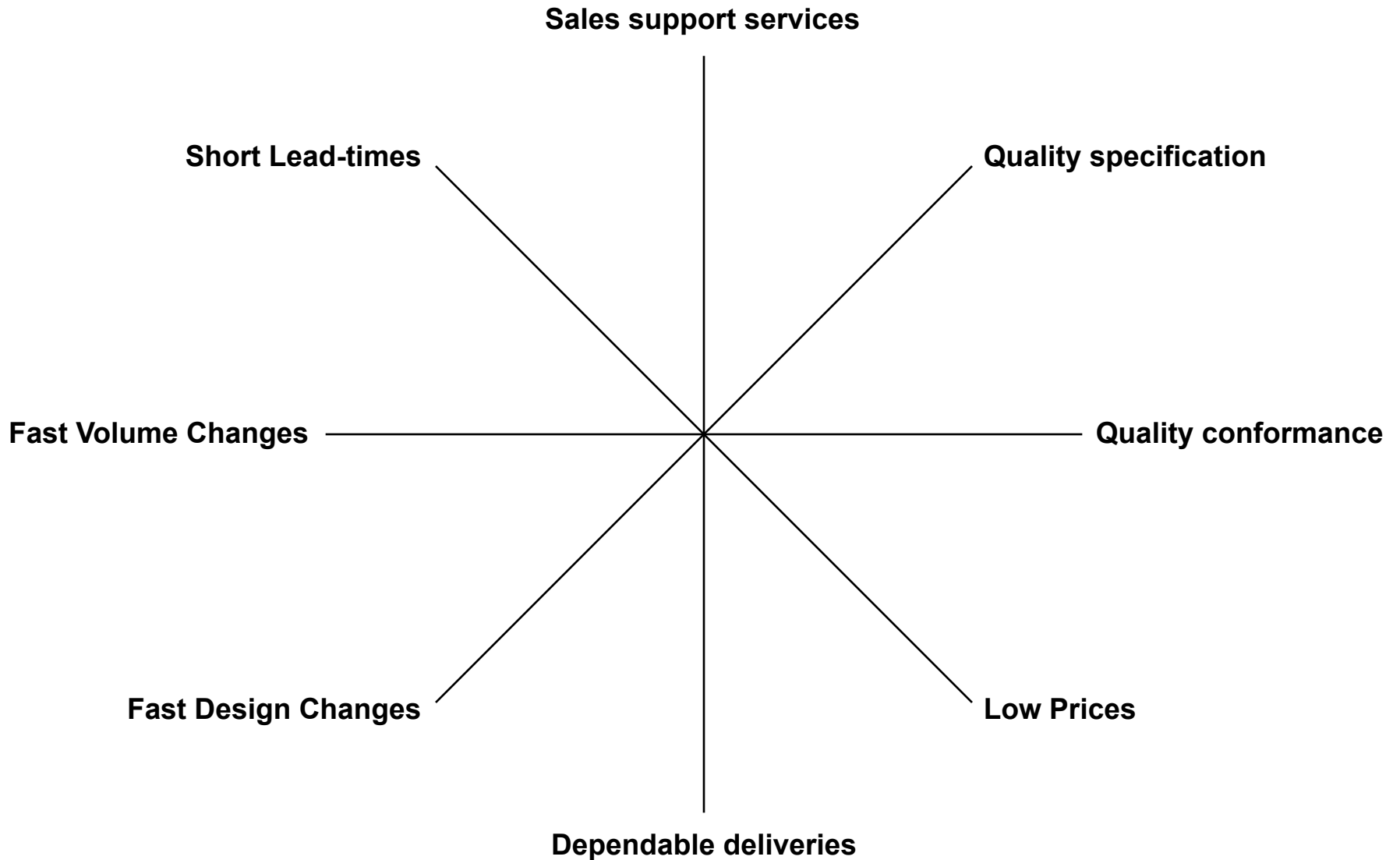
Concept



Focus



Concept Design Services: Product Profiling



What would you advise them to improve their operations?

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