

**wbs**

WARWICK BUSINESS SCHOOL  
THE UNIVERSITY OF WARWICK

**For the  
Open  
Minded**

# **Week 1: Creating Value with Operations**

**Dr. Mehmet Chakkol**



# Concept Design Services



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

## Questions.....

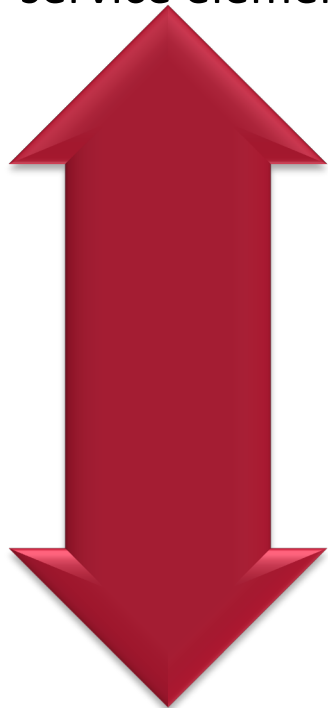
1. Why is operations management important in CDS?  
(Fill the table in the next page)
2. How do the company's products differ? Draw the 4 V diagrams for all three products/services?
3. Draw the polar diagram for all 3 offerings & What would you advise the company to improve their operations?

**See the next few slides for structuring your answers**

# The Concept Design Services – Products or Services?

## Does CDS produce products or services?

Pure products – little / no  
service element



Pure services – little / no  
tangible element

Concept



Partnerships



Focus



# The Concept Design Services – Products or Services?

## Does CDS produce products or services?

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Focus



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Pure services – little / no  
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# Week 5 Preparation : Concept Design Case Study – Textbook pp. 33–35

## 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. a) Draw the polar diagram for all 3 offerings & b) What would you advise the company to improve their operations?

# 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			



# 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

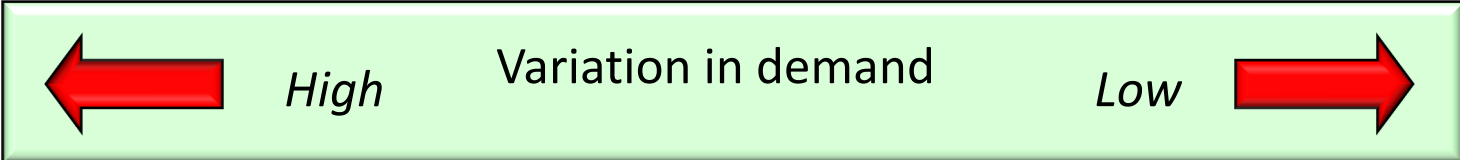
Partnerships



Concept



Focus



# 4V typology of operations

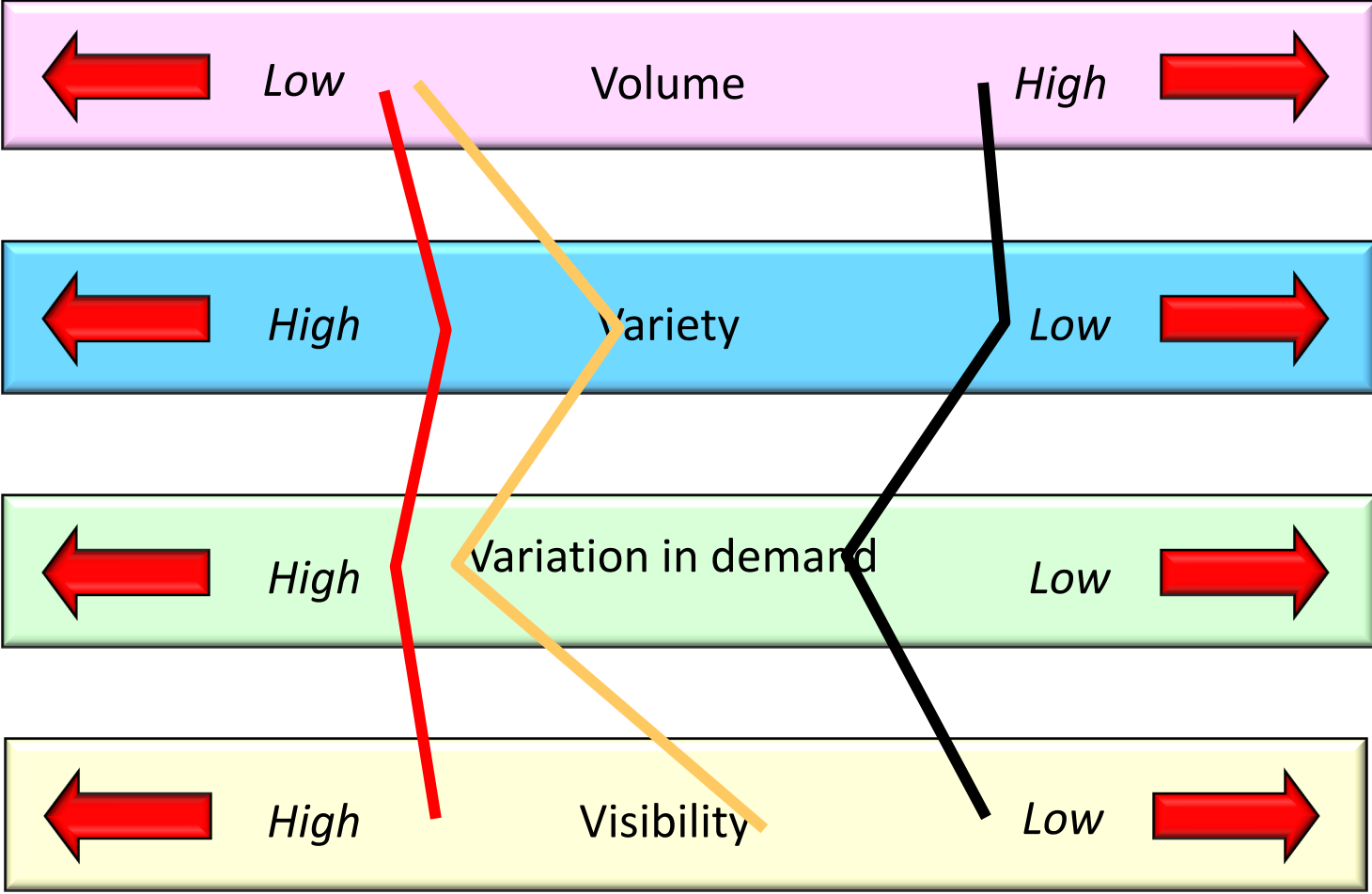
Partnerships



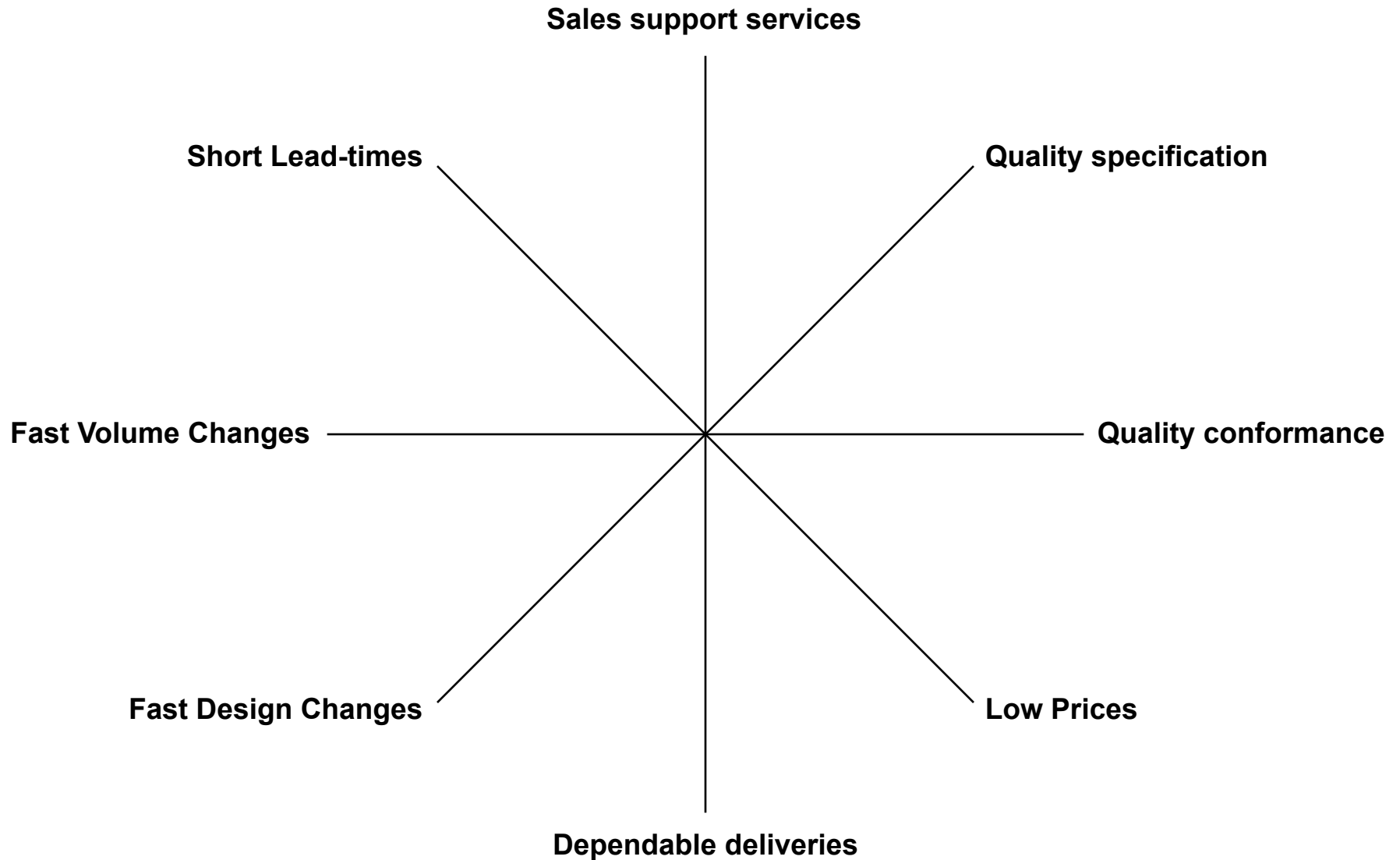
Concept



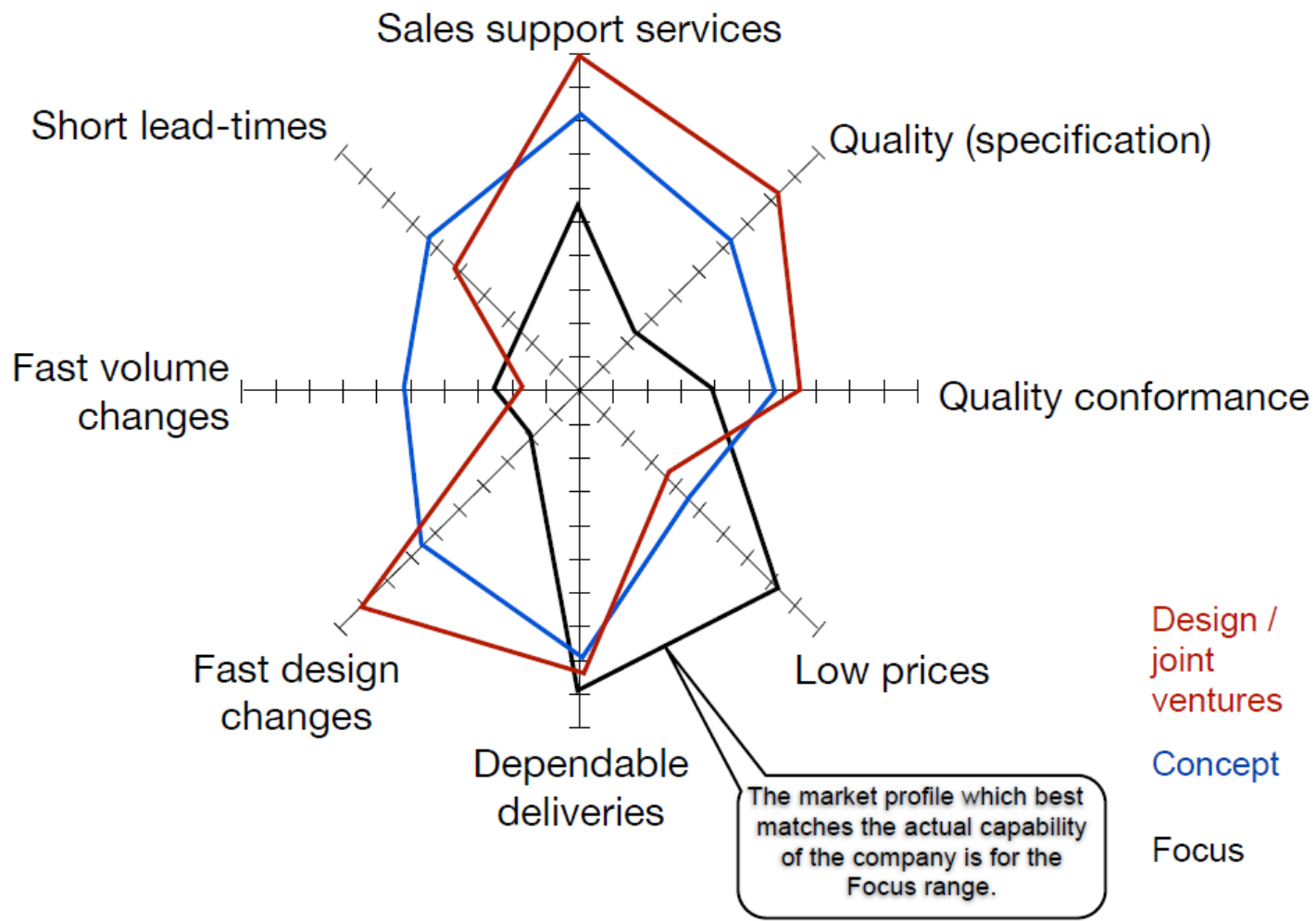
Focus



# Concept Design Services: Product Profiling



# The Concept Design Services – Polar diagram



# What would you advise them to improve their operations?

◎ ?

# What would you advise them to improve their operations?

- ⦿ Separate Focus and Concept into different units (“plant-within-plant”), and provide different operations systems as above
- ⦿ Better sales forecasting system
- ⦿ Revised scheduling system
- ⦿ Get manufacturing department involved in new product development and design, so that “manufacturability” is given due consideration at an early stage before moulds are ordered
- ⦿ Tighter control of inventory
- ⦿ Investment in smaller machines