

Year 12 Business Studies Essays

Essay 1: Analyse how operations processes can help a business achieve the strategic role of operations

In order to achieve the strategic role of operations, it is imperative that operations management efficiently develop and implement management of operations processes. A business can utilise these operations processes to achieve the strategic role of operations, which is to attain cost leadership through lowering costs and ultimately increasing market share and competitive prices and good and service differentiation by making products seem better in the eyes of the consumer. This is exemplified by processes such as visibility, technology and customer service. Leading consumer electronics and software company Apple and fast-food franchise Mad Mex are examples of businesses utilising operations processes to achieve cost leadership and product differentiation.

Visibility refers to the means by which customers view and interact with the operation management's transformation process and is integral to helping a business attain the strategic role of operations through achieving both cost leadership and differentiation. Businesses increasingly use visibility and customer contact during the operations process to increase customer satisfaction and allow consumers to experience their products or services. Leading fast-food franchise Mad Mex is one such business that uses visibility within the transformation process to help achieve the strategic role of operations. Mad Mex allows consumers to actively engage with the product build of their meals to maximise customer satisfaction whilst also establishing upselling and cost minimisation opportunities. Furthermore, the unique implementation of a nutritional calculator on their website, encourages consumers to view and interact with their products more closely; positively contributing to an increase in cost leadership as coincided with a 26% growth in sales, as consumers used the option to make informed decisions and choose "healthier options". Visibility is pivotal in achieving success in a business such as Mad Mex, where customer contact is a primary attraction to the service of the business and is frequently used to help gain a more significant market share, lower costs, and achieve differentiation from competitors as Guzman Y Gomez.

Moreover, technology is significant to integrate into operations processes to help a business reduce waste, standardise quality, and increase overall productivity to help a business achieve the strategic role. Technology is vital in implementing hardware and software to help a business achieve the strategic role of operations through minimising production costs, making the transformation process more efficient and differentiating from other goods or services in terms of quality. Despite the overall enhancement of the business, to eventually achieve cost leadership, a business may initially face challenges such as initial expenses and maintenance costs when implementing new technology. Leading electronics and software company Apple has heavily invested in robotics through its outsourcing partner, Foxconn. Leading-edge technology such as "FoxBots" has allowed labour costs to be kept low and the quality of products to remain high. As chairman Terry Gou has stated, Foxconn has "a long-term target of one million robots" to help the business achieve cost leadership, standardise quality and increase productivity. Apple also uses technology such as "Daisy" centred around the recycling and disassembly of phones to achieve differentiation of services compared to competitors such as Samsung, as consumers view Apple's recycling at a higher quality of standard. Therefore, technology is integral in achieving the strategic goals of a business by increasing the scale of production and in turn achieving low unit costs and producing goods at a more consistently high quality.

Significantly, customer service is vital within the output processes of operations management as it determines how well a business meets and exceeds expectations and ensures satisfaction in all

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