**Operations and Supply Chain Strategies**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. PQR, a multinational retail company, recently launched new private-label products that have been well-received by customers. While customer demand is growing due to the diverse product mix, the company's operational performance has not kept pace, resulting in inefficiencies in meeting this demand. Analyze the potential supply chain challenges contributing to this performance gap. Propose specific supply chain strategies to improve efficiency, meet growing demand, and enhance overall performance.**

**Answer:**

**Introduction:**

To address the operational performance gap at PQR, a multinational retail company, it is essential to analyze the potential supply chain challenges and propose strategies to improve efficiency. By addressing the core challenges within its supply chain—forecasting inaccuracies, lack of visibility, logistical inefficiencies, and production constraints—PQR can bridge the performance gap and improve operational efficiency. By implementing the proposed strategies, such as advanced forecasting, integrated supply chain management systems, regional distribution hubs, and enhanced quality control, PQR will be better positioned to meet growing demand and enhance its overall performance.

Here's a detailed breakdown:

**This is partially solved sample answer**

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**2. Last month, you launched a new electronics business. As part of your growth strategy, you plan to expand by opening additional branches both within your city and in other locations. To further boost revenue, you are considering entering international markets. However, the dynamic marketplace presents tough competition from both online and offline competitors. Analyze and suggest a different level of strategies that you will implement in the firm that can improve overall business profit.**

**Answer:**

**Introduction:**

To improve overall business profit for your new electronics business and effectively compete in both local and international markets, you need a multi-tiered strategic approach that includes operational, competitive, marketing, and expansion strategies. To boost the profitability of your electronics business and compete in both local and international markets, you need a comprehensive strategy that addresses operational efficiency, competitive positioning, marketing outreach, and smart expansion. By leveraging cost-effective operational strategies, differentiating through innovative products, investing in digital marketing, and carefully expanding geographically, you can create a strong market presence and generate sustainable growth.

Here's a breakdown of the strategies you can implement at different levels:

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**3. A toy company has been operating successfully in the Indian market for several years, with multiple branches across cities. The company is now considering establishing its own manufacturing unit, aligning with the government’s push for domestic manufacturing under the 'Make in India' initiative.**

**a. Identify and explain the critical competitive dimensions the company must focus on to enhance market share and achieve excellence in its supply chain operations.**

**Answer:**

**Introduction:**

By focusing on competitive dimensions, the toy company can enhance its market position, reduce operational costs, improve customer satisfaction, and achieve operational excellence in its supply chain.

To enhance market share and achieve excellence in its supply chain operations, the toy company should focus on the following critical competitive dimensions:

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**b. Given the management's uncertainty regarding the production process, recommend the most suitable production method (e.g., job, batch, mass, or continuous production) to improve efficiency, and justify your choice based on the company's business goals.**

**Answer:**

**Introduction:**

Batch production is the most suitable method for the toy company, offering a balance of flexibility, efficiency, and scalability while meeting the company’s business goals. This approach ensures a responsive and cost-effective manufacturing process that can quickly adapt to market demands, maintain high product quality, and align with the "Make in India" initiative.

Given the company's goal to align with the "Make in India" initiative and expand its manufacturing operations, the most suitable production method would be **batch production**. Here's a justification based on the company's business goals and operational needs:

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