Report consisting of analysis of Operations Management in your chosen company. Paper details Dear writer, Please read the instructions well before you agree to write this paper. please before start writing provide three companies that you can write about. This assessment is designed for students to demonstrate achievement of the learning outcomes for this course: • use appropriate concepts, theories and/or framework to analyse specific components of operations management in practice of the selected organisation; • demonstrate further reading and investigation; • compare what you see with what was written in the relevant literature; • provide a reasoned evaluation of an operation. Students should choose an organisation that they have access to or about which they can gather the necessary information in other ways. Students should work through the following sections and questions relating to operations within their chosen organisation and, where appropriate, discuss how that organisation has responded to a changing business or operational environment. Students should write a report (using the sections and questions below as a guide) analysing and evaluating aspects of the operations of their chosen organisation. An introduction to the operation must be given, and, a conclusion section must also be included. Please also write an Executive Summary for this report (which can be excluded from the word count). Students should note that they do not need to look at an entire company but, instead, may decide to focus on a particular business unit or operation within the company. For example, you may only have access to one part of a multi-national organisation. This is perfectly acceptable (but you may wish to discuss this with your lecturer/counsellor before starting). Your analysis can be guided by some or all of the questions listed under each section. Additionally, broader themes like Lean Operations can be considered under a number of section headings. We do not expect students to cover every topic and question in detail. Students will have to make explicit, reasoned choices about which topics and questions to answer in detail. In other words, apart from Sections 1 (Introduction) and 2 (Operations Strategy) – which you must cover – you may choose (at least) 3 of the remaining 6 sections to discuss in more detail for your chosen organisation. Students might feel tempted to answer some of the questions mainly based on common sense, but we strongly discourage this. We are looking for you to demonstrate achievement of the learning outcomes for this module. Please do keep this in mind and try to demonstrate understanding and application of theory, tools and techniques covered during the whole class – supporting your arguments with appropriate references from the academic literature, where possible. Eight major operations management sections are covered in this course. Guiding questions for each section are provided below. Section 1: Introduction to Operations Management in your chosen company [COMPULSORY section of your report] Provide key information about the organisation that will help the reader understand the operation. Analyse the operation using appropriate frameworks such as 4 V’s, performance objectives, and Product – Service continuum. Section 2: Operations Strategy [COMPULSORY section of your report] Discuss the operations strategy of your chosen organisation. Does your chosen organisation have a clear operations strategy? How does the operations strategy support or complement the business strategy? How has the operations strategy developed and changed in response to the impacts of COVID-19? If the organisation does not have a clear and well-communicated operations strategy, can you help them broadly define an operations strategy or give them guidance on what they should do to develop one? Section 3: Product & Service Design and Innovation [OPTIONAL section; at least 3 optional sections to be included] Discuss the products and services offered by your chosen organisation. Do they target the same markets or do they have different offerings catering to different markets? What operations challenges does the product/service mix pose? How did the organisation react to the impacts and implications of Covid-19? If appropriate, discuss the product or service design process. Who else is involved in product and service design (e.g. suppliers, customers, retailers)? Do they measure the impact of design and new product development? How does the organisation encourage and manage innovation? Section 4: Process Design [OPTIONAL section; at least 3 optional sections to be included] Discuss the processes within your chosen organisation. Consider whether or not alternative approaches might lead to improvements in the performance of the organisation. Can you comment on the layout of distribution (or retail) outlets or manufacturing facilities belonging to the organisation? Did the organisation have to make any adjustments to their processes due to the changes brought about by COVID-19?