ASSESSMENT TITLE Operations and Digital Business in Context – the case of Amazon. Assessment task: Explore the following organization and discuss the scope and planned improvements of its operations function. Then clearly indicate how the organisation intends to improve the way it delivers the service through the use of digital technologies. Discuss the potential challenges and implications in supply chain management and operational strategy. Concentrate your ideas on the theories around supply chain, performance objectives, and operational capability within the digital economy. The assessment provides the opportunity to demonstrate what you know and understand about the following areas of operations focus: o The management, transformation and improvement of operations in the digital economy o The efforts made by organizations to develop technical and digital capability that enables greater capacity and operations improvement o The significance of the internal and external system and the role of supply chain management in bringing about the operational improvements You need to demonstrate understanding of how organizations effectively manage the range of operational functions and supply chain in an evolving business context. Additionally, reflect on operations principles and make informed suggestions using theories/models and applied practices with the support of academic sources. ASSESSMENT STRUCTURE The report should be logically structured, making use of headings/sub-headings and paragraphs. Remember to spell check, grammar check and proofread. The word limit is 2000 words (maximum) (excluding title page, Executive Summary, table of contents, diagrams, tables, figures, reference list and appendices) Format: PDF or Word file, page numbers, 1.5-line spacing, normal margins, Arial/Times Roman 12-point font Assessment title: DEF/REF Supply Chain, Operations Management & Digital Business AS1 The report should have a suitable structure and may follow the recommended structure: · Title Page (state the title, and the word count) · Disability Statement (if applicable) · Executive Summary · Table of Contents · Introduction · Main Body · Conclusions/ Recommendations · References · Appendices (optional)