

Assignment

Supply Chain Management

Student Full Name

Institutional Affiliation

Course Full Title

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Due Date

Case 1: Operations Strategy at BYD of China

Question 1: The future of electric vehicles is more promising than that of gasoline-fueled automobiles. The world is currently evolving and facing a major crisis, namely global warming. Governments, private sectors, and individuals are focused on developing sustainable strategies to reduce the current climatic problems and hopefully attain a vibrant ecosystem. Therefore, people are likely to adopt electric vehicles more, making the industry's future promising. Similarly, BYD has established a competitive advantage by producing high-quality batteries at a lower price. Thus, BYD is likely to experience tremendous growth in the future because of its competitive strategy.

Question 2: The basis of BYD's competitive advantage is its high-quality, affordable batteries. BYD should keep improving the quality of its batteries for both phones and electric vehicles while sourcing the lowest-cost raw materials. This will enable the company to continue to produce high-quality batteries at minimal costs. Also, BYD may diversify its products by producing a variety of electric automobiles, including buses, trucks, and trains. BYD should seek to also target other electric industries like computers and machinery in Asia, America, Europe, and various developing countries

Question 3: Supply chain management is an essential segment for any business strategy. BYD should aim at producing the highest quality of batteries in the world at the lowest price. Therefore, BYD may have to move its production closer to target markets to avoid expenses like transportation and import duty. It should also open retail stores in multiple locations to ensure consumers can reach BYD firsthand. Also, it should seek to source the cheapest locally available raw materials and cheap labor whenever applicable. Avoiding long supply chains will reduce costs and prevent product sabotage, maintaining the company's signature competency.

Case 2: Sage Hill Inn Above Onion Creek

Question 1: The Inn uses a product-service bundling strategy to attract and retain customers. Their package includes an overnight stay in the inn with breakfast and dinner and other services like a library, a pool, and massage rooms. The accommodation, cottages, guest rooms, suites, and ranch houses are the basic facilitating goods in the bundle. Dinner and breakfast are explicit or tangible services that are part of the overnight accommodation package. There are other implicit or intangible services that a guest may experience in the inn, including lunch, massage, games, library, or just the serene experience within the inn environs. The bundle is competitive and may help attract more customers.

Question 2: (a) There should be a staff to guide the guests while parking. (b) Room services like breakfast in bed should be available. (c) There should be someone to help guests with luggage when checking in and out. (d) The guest should be issued a physical map of the inn, including trails and amenities. (e) There

should be emergency measures explained to guests. (f) The innkeeper should not accompany guests to their rooms. (g) The Check-in process should be faster. (h) Dinner and breakfast should not be at a fixed time. (i) Guests should be offered a service contact line. (j) The reception should be closer to the entrance.

Question 3: Most of the failure points address services offered in the inn. Some are low-contact, like offering a manual or physical map, giving a service contract, or helping with luggage. Others like breakfast in bed, parking guide, emergency measures, or check-in period are more involving, thus high-contact. There is a big room for improvement as most fail points are offered services.

Question 4: Responsiveness, reliability, and assurance are essential for the hotel.

Responsiveness: (a) On a scale of one to ten, please rate the response rate for the hotel while making a booking or inquiry. (b) On a scale of one to ten, please rate the responsiveness of staff during your stay.

Reliability: (a) How did you find the services in the hotel, like the accommodation and menus? (b) Would you recommend a friend to visit the inn? Please explain.

Assurance: (a) How does your experience compare with the descriptions on the website? (b) Please explain any dissatisfaction you may have experienced during the stay.

Question 5: The case study indicates that about half of guests usually raise complaints. Service recovery is essential as they help reverse the customer's unpleasant experience and guarantees quality, promoting loyalty (Cheng et al., 2018). When a guest brings forth complaints, the responsible staff should apologize on behalf of the hotel and offer an alternative for free. For instance, if dinner has a problem, they should offer another without charging. Also, the hotel should always note the complaints and improve their services to prevent a similar mistake from happening.

Case 3: Mayo Clinic and the Path to Quality

Question 1: The world is evolving daily, with innovations and challenges. Each organization's goal is to achieve a competitive advantage and maintain it over the years (Amarakoon et al., 2018). Also, there is always room for improvement, and being the best does not imply perfection. Mayo needed to keep improving its services to maintain growth and become more efficient and effective. Failure to make improvements would see Mayo overtaken by other emerging companies embracing innovation. Also, Mayo had challenges that needed to be addressed despite being a renowned clinic.

Question 2: Mayo's main challenge was the inability to balance prices and quality. The clinic needed to satisfy its workforce through financial stability and a good working environment to offer the best services. It was hard to improve service quality without increasing the price. Leaders must formulate an effective

strategy to ensure that necessary changes are made and received positively. They also had to ensure all actions taken were in alignment.

Question 3: Organization culture is the basis for its brand and public image. The culture is often tied to a company's competitive advantage (Arifin et al., 2019). Therefore, ensuring that the organization's goals and objectives are in sync with its culture is essential. Failure to integrate the two elements would lead to quality decline and loss of competitive advantage. It may also lead to unsustainable strategies.

Question 4: Standardization improves quality in various ways. It provides reliable data and efficient methods that help improve efficiency and innovation. The standard system is more polished, cost-effective, and fast. It provides quality control, addresses related issues, and eliminates the ambiguity in operations. It also provides stability in the system, which is necessary to implement future changes.

Question 5: The Quality Academy is an institution where medical practitioners learn about quality healthcare and improve their skills in the field. The Academy also assesses the current quality and suggests improvements through research. All medical practitioners, including those from other organizations, should attend the Academy.

Question 6: Quality improvement involves establishing more efficient and effective strategies. Data is essential to measure quality. This may be done by analyzing biostatistics like mortality and recovery for various conditions, conducting surveys on patients, or combining the two.

References

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