**Operations and Supply chain strategies**

**1. You are appointment as supply chain manager in XYZ Ltd Company operating in pharmaceutical. As COVID 19 viruses is spreading to the whole country, there is an urgent requirement for a vaccine. It has been noticed that there is a shortage of vaccine in the country. Analyze and suggest a different level of strategies that you will implement in the firm so that citizens of the country will get a vaccine.**

**Ans 1.**

**Introduction**

Communication tactics are the most effective in today's digital age because they assist in mitigating all of the concerns associated with the pandemic crisis through social media and communication techniques. To be sure, vaccines will continue to be critical in the future because they are the only medication that can help keep humans safe from coronavirus infections today. The dissemination of vaccinations is aided by various state, national, and district-level Its Half solved only

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**2. Mr Patel is running an offline electronic store for the last ten years. Because of tough competition from E-commerce Company, Mr Patel is thinking to start an online website to deliver the product to the customer. He must take care of cost, quality and delivery parameters while working in an online business model. Suggest organization to implement focused operations strategy that improves the efficiency of the firm.**

**Ans 2.**

**Introduction**

The effectiveness of an operation is primarily determined by the quality, cost, and delivery characteristics that influence overall business growth and the requirements of customers in the firm. In a similar vein, the trend in new digital business is to construct stores comparable to e-commerce sites that assist in the development of a business online while avoiding the establishment of an offline firm. Furthermore, executing orders on e-commerce websites is the

**3. A traditional pharmaceutical company is running an offline store for the last 15 years. The company also had a good customer base and brand image in the market. For the last few years company is struggling because of an online pharmaceutical company. Online medicine delivery is a new concept in the market, and customers are adopting this slowly.**

**a. Explain the existing situation of the company considering the industry life cycle.**

**Ans 3a.**

**Introduction**

In a similar vein, industry evolution is the basic life cycle of an industry that impacts both the strength and the reputation of a corporation. On the other hand, pharmaceutical company marketplaces are doing very well because of the high demand for medical products in this

**b. Explain different competitive advantage that ultimately helps a company to better position in the market.**

**Ans 3b.**

**Introduction**

In business, competitive advantages are defined as the factors that enable firms to produce better services and goods at lower costs or lower prices than their competitors. Similarly, a product entity contributes to the development of higher margins and the generation of sales in the markets of their competitors. The best advantage of competitive markets, on the other hand, is