**Operations and Supply Chain Strategies**

**December 2022 Examination**

**1. There is XYZ Ltd Company operating in retail business and having numerous products. Because of dynamic market condition, company is facing lots of problems such as decrease revenue, increase operations cost, competition etc. Suggest organisation to implement focused operations strategy that improve the efficiency of the firm. (10 Marks)**

**Ans 1.**

**Introduction**

Operational performance is critical for the result of any organization. This is the validation for why you should improve it regularly. Whenever you've done it effectively, it can have a massive impact on the adaptability and performance of your company. With associations doing whatever it takes to oblige the change towards a half-breed work tactical plan and fighting supply chain concerns, operational performance has become much more considerable than at any other time. Besides advancing business process enhancement and decreasing waste/efficiency problems, higher levels of functional performance impact client/representative fulfilment. Servicing the

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**2. You have been appointed as supply chain consultant in E-Commerce Company. Company operates in various products line such as books, mobile phones, laptops, apparels etc. To increase customer base top management of the firm is thinking to acquire furniture startup. Simultaneously company also need to focus on exiting business model. Analyse and suggest a different level of strategies that you will implement in the firm that can improve overall business profit. (10 Marks)**

**Ans 2.**

**Introduction**

Each business can deal with its productivity. Now and then, a solitary aspect can increment benefit, yet for most organizations, broadening efficiency suggests implementing various little upgrades gradually. Performance is the capability of a business to produce more earnings than prices. Organizations consistently create revenue via offering things or administrations to customers and develop costs by paying their reps and delivering their things or administrations. You can categorize operational expenditures as instant costs, the costs of paying employees

**3A. traditional pharmacy company is planning to start online channel to reach better geographic location. Company spends huge amount of money in technology to improve supply chain. Company also took help from third party logistics to deliver the orders.**

**a. Explain existing situation of company with respected to industry life cycle. (5 Marks)**

**Ans 3a.**

**Introduction**

The pharmaceutical market has odd qualities that make it different from individuals' minds. It is likely the least protected organization to put away cash, yet the population sees it as too efficient. The significant pharmacy organizations appropriately advance themselves as research-based associations, yet many people approve that they spend a lot more on promoting than on research

**b. Explain different competitive advantage that ultimately helps company to get better position in market. (5 Marks)**

**Ans 3b.**

**Introduction**

Competitive advantage alludes to factors that permit an organization to create cheaper labor and items than its opponents. These variables permit the beneficial material to produce more offers or better sides assessed than its market rivals. Competitive advantages develop an extra noteworthy