**Operations and Supply Chain Strategies**

**September 2023 Examination**

**1. There is a multinational company PQR that operates in the retail business. The company also launched a couple of new products with their label. Customer demand is increasing because the company has a good product mix. Whereas the level of actual performance is not that much increased. As you are appointed as supply chain manager, suggest some strategies to the organization that ultimately increase performance.**

**Ans:**

**Introduction:**

As the newly appointed supply chain manager of the multinational organization PQR, I recognize the significance of enhancing performance inside the retail business. While PQR has experienced a surge in customer demand due to its attractive product mix, aligning this increase with improved operational performance is critical. In this paper, I will discuss strategies that can be implemented to optimize PQR's supply chain and enhance overall performance in the long run.

**Concept & Application:**

**1. Demand Forecasting and Inventory Management:**

Implementing robust demand forecasting strategies can assist PQR in assuming customer It is only half solved

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**2. Consider last month you started a new business of Electronics items. You are also thinking to start different branches of your business in your city as well as outside. To increase the revenue you may explore the international market. In the dynamic market, you would face tough competition from different online as well as offline players during the journey. Analyze and suggest a different level of strategies that you will implement in the firm that can improve overall business profit.**

**Ans:**

**Introduction:**

Starting a new business in Electronics items is an exciting and challenging endeavor. In today's dynamic marketplace, where opposition is fierce both online and offline, it's essential to develop effective strategies to boost revenue and ensure lengthy-term fulfillment. This evaluation aims to explore exclusive levels of design that can be implemented to enhance the overall business earnings, including the enlargement of branches in the neighborhood market and the exploration of possibilities inside the worldwide market.

It is essential to analyze market traits, consumer possibilities, and the competitive landscape to achieve sustainable growth and stay ahead of the opposition. This will allow the business to

**3. A toy company is working in the India market from the last couple of years. The company has many branches within the city and outside as well. The company thinking to start its own manufacturing unit and the government is also motivating manufacturers to start manufacturing within the Indian market.**

**a. Explain various competitive dimensions in detail that company needs to rework to get better market share and achieve business excellence in the supply chain.**

**Ans:**

**Introduction:**

The toy company's selection to set up its manufacturing unit within the Indian market is a strategic pass that can decorate its market percentage and obtain business excellence within the supply chain. By understanding and remodeling various competitive dimensions, the company can be a leader in the Indian toy market. This essay will delve into the competitive dimensions

**b. Management is confused about the selection of the production process. Kindly suggest the best method in the production process that improves efficiency.**

**Ans:**

**Introduction:**

The toy industry in India has skilled good sized increase over the past few years. With the government's push for domestic production, it is an opportune time for toy companies to recall setting up manufacturing units. This move aligns with the government's vision and provides numerous advantages for the company, such as cost savings, elevated manipulation of the