**Operations and Supply Chain Strategies**

**December 2023 Examination**

**1. How can the full set of logistical and cross-functional drivers be used to create strategic fit for a PC manufacturer targeting both time-sensitive and price-conscious customers? (10 Marks)**

**Ans 1.**

**Introduction**

In the dynamic world of PC manufacturing, targeting both time-sensitive and price-conscious customers presents a unique challenge. While time-sensitive customers prioritize rapid delivery and the latest features, price-conscious customers are more focused on getting the best value for their money. To cater to both these segments effectively, a PC manufacturer must achieve a strategic fit between its competitive strategy and its supply chain strategy. This alignment is crucial for ensuring that the company can meet the diverse demands of its

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**2. “SCOR model links business processes, performance metrics, skills and practices into a unified structure” Comment. (10 Marks)**

**Ans 2.**

**Introduction (200 words):**

The Supply Chain Operations Reference (SCOR) model is a globally recognized framework that offers a comprehensive approach to evaluating and enhancing supply chain management. Developed by the Supply Chain Council, the SCOR model has been adopted by numerous organizations worldwide to standardize their supply chain processes, measure their performance, and benchmark against industry best practices. At its core, the SCOR model seeks to integrate various elements of supply chain management, including business processes, performance metrics, skills, and best practices, into a cohesive and unified

**3. Yomato is an Indian multinational restaurant aggregator and food delivery company. Company reported first-ever profitable quarter brought a whole lot of cheer among management. Company is also planning to expand its business to other countries as well.**

**a. Explain various competitive dimensions in detail that company needs to rework to get sustainable profitability. (5 Marks)**

**Ans 3a.**

**Introduction**

Yomato, an Indian multinational restaurant aggregator and food delivery company, has recently achieved a significant milestone by reporting its first-ever profitable quarter. This accomplishment has invigorated the management and has set the stage for the company's ambitious plans to expand internationally. As Yomato embarks on this new chapter, it is

**b. You are appointed as consultant for the Yomato. Suggest some corporate level strategies that ultimately helps them. (5 Marks)**

**Ans 3b.**

**Introduction**

Yomato, having established itself as a prominent player in the Indian food delivery and restaurant aggregation sector, stands at a pivotal juncture in its growth trajectory. As the company contemplates its next steps, especially in light of its recent profitability and international expansion plans, corporate-level strategies become paramount. These strategies will not only guide Yomato's overarching vision but also ensure that its business units and