**Operations and Supply Chain Strategies**

**April 2024 Examination**

**1. Mr. Goyal holds the position of supply chain manager at OLB Ltd., a company currently shifting its focus towards manufacturing E scooters. Responding to customer demand, the company is in the process of building the largest manufacturing facility for E scooters in India. In this rapidly changing market, the company expects to encounter fierce competition from various other firms. Your task is to Analyze and suggest a different level of strategies that can be implemented within the company to enhance overall business profitability. (10 Marks)**

**Ans 1.**

**Introduction**

In the dynamic and rapidly evolving world of E scooter manufacturing, OLB Ltd. stands at a pivotal juncture. With the ambitious project of setting up India's largest E scooter manufacturing facility, the company, under the leadership of Mr. Goyal, is poised to make significant strides in this competitive market. The shift towards E scooters not only reflects a keen understanding of changing consumer preferences but also a commitment to sustainable and innovative transportation solutions. This transition, however, is not without its challenges. The burgeoning market for E scooters in India is rife with competition, necessitating strategic ingenuity in operations and supply chain management. The need for

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**2. Twiggy is an Indian online food delivery platform that allows users to order food semiconductor is from nearby restaurants and have it delivered to their doorstep. Online food ordering and delivery platform Twiggy's losses rose by 80 percent in the 2022-23 financial year. Is online delivery future of India? Is online food delivery maturing or declining? Explain existing situation of online food delivery with respected to industry life cycle. (10 Marks)**

**Ans 2.**

**Introduction**

The Indian online food delivery market, epitomized by platforms like Twiggy, has seen a remarkable transformation in recent years. This evolution, however, is marked by significant challenges, as evidenced by Twiggy's 80% increase in losses during the 2022-23 financial year. This situation prompts a crucial inquiry into the future of online food delivery in India and its current position in the industry life cycle. Is the sector expanding, maturing, or facing a decline? The answer to this lies in understanding the complex dynamics of consumer behavior, technological advancements, market competition, and economic factors influencing the industry. As we delve into these aspects, we will explore the current state of online food

**3. Pedanta Ltd started manufacturing of semiconductor in Indian Market. The requirement of huge in the global market and Pedanta Ltd invested huge amount of money on machinery. Government is encouraging companies to develop, manufacture and assemble products in India and incentivize dedicated investments into manufacturing.**

**a.You are appointed as supply chain consultant in the Firm. Suggest important supply chain drivers that helps Pedanta Ltd to become Global brand. (5 Marks)**

**Ans 3a.**

**Introduction**

Pedanta Ltd's foray into semiconductor manufacturing in the Indian market represents a strategic move, especially considering the global demand for semiconductors and the Indian government's push towards self-reliance in manufacturing. As a supply chain consultant for Pedanta Ltd, identifying and leveraging key supply chain drivers is crucial to elevate the company to a global brand. These drivers play a pivotal role in ensuring efficiency, cost-

**b. Enumerate the competitive dimensions required to ensure a productive worldwide Operations and Supply Chain. (5 Marks)**

**Ans 3b.**

**Introduction**

In the highly interconnected and competitive global market, the effectiveness of a company's operations and supply chain is pivotal to its success. For Pedanta Ltd, a firm delving into semiconductor manufacturing, understanding and mastering the competitive dimensions of worldwide operations and supply chain management is essential. These dimensions are critical factors that determine the efficiency, adaptability, and competitiveness of a business