

Operations Management For Competitive Advantage 12th Edition

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Operations Management for Competitive Advantage

A competitive advantage is an attribute that enables a company to outperform its competitors. This allows a company to achieve superior margins Operating MarginOperating margin is equal to operating income divided by revenue. It is a profitability ratio measuring revenue after covering operating and non-operating expenses of a business.
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Executive Summary The following assignment looks at operations management as a source for gaining a competitive advantage, operations management and TQM are defined and discussed as to their importancy in the organisation.
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Operations Strategies for Gaining Competitive Advantage. The whole corporation strategy is based on the principle of direct contact with customers. This contact is achieved by selling computer systems directly to the customers (direct business model).
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Operations management provides competitive advantage! Available under Creative Commons-ShareAlike 4.0 International License. Strategic and tactical operations decisions determine how well the organization can accomplish its goals. They also provide opportunities for the organization to achieve unique competitive advantages that attract and keep customers.
COMPETITIVE STRATEGY (BY MICHAEL PORTER) Superior Operations Management, a Competitive Advantage Managing Global Supply Chain Relationships for Competitive Advantage | Patrick Daly Competitive

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Creating a. comperitive advantage through operations requires an understanding of how the operations function contributes to pro= ductivity growth, However, our intent in this book is to do more than just show you. ' what companies are doing to create competitive advantage through OM.

Operations Management for Competitive Advantage (McGraw-Hill/Irwin Series Operations and Decision Sciences) 11th Edition by Richard B Chase (Author)