

Legal Considerations When Writing Case Studies

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Operations
 refers to the business processes that involve transformation or, more generally, 'production'
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Role of Operations Management
 Strategic role of operations management
 cost leadership, operational excellence
 Goods and/or services in different industries
 Interdependence with other key business functions
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Influences on operations management
 Globalisation
 Technology
 Quality management
 Cost-based competition
 Government policies
 Legal regulations
 Environmental sustainability
 Corporate Social Responsibility
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Operations processes
 INPUTS
 Labour, materials, information, equipment
 Manufacturing operations management (MOM)
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Operations Strategies
 PERFORMANCE OBJECTIVES:
 quality
 speed
 dependability
 flexibility
 innovation
 cost
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MARKETING
 Marketing is a total system of interacting activities designed to plan, price, promote and distribute products to present and potential customers

Role of marketing
 strategic role of marketing
 interdependence with other key business functions
 production, selling, marketing approaches
 types of markets- resource, industrial, intermediate, consumer, mass, niche

Influences on Marketing
 FACTORS INFLUENCING CUSTOMER CHOICE
 psychological
 sociocultural
 economic
 government

Marketing Process
 Situational Analysis (SWOT), product life cycle
 Market research
 Establishing marketing objectives
 Identifying target markets
 Developing marketing strategies
 Implementation, monitoring and controlling (financial forecasts, comparing actual and planned results, revising marketing strategy)

Marketing Strategies
 Market Segmentation, product/service differentiation and positioning

FINANCE
 Financial management is the planning and monitoring of a business's financial resources to enable the business to achieve its financial goals

Role of Financial Management
 strategic role of financial management
 objectives of financial management
 profitability, growth, efficiency, liquidity, solvency
 interdependence with other key business functions

Influences on Financial Management
 internal sources of finance- retained profits
 external sources of finance
 debt- ST (overdraft, commercial bills, factoring)
 LT (mortgage, debentures, leasing, unsecured notes)
 equity- ordinary shares, private equity



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Role of Operations Management

Strategic role of operations management
(cost leadership, good/service
differentiation)

Goods and/or services in different industries

Interdependence with other key business
functions

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Influences on operations management

Globalisation

Technology

Quality management

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Environmental sustainability

Corporate Social Responsibility

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Operations processes



INPUTS:

transformed resources (materials, information, customers)

transforming resources (human resources, facilities)

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TRANSFORMATION PROCESSES:

Influence of volume, variety, variation in demand and visibility (customer contact)

Sequencing and scheduling- Gantt charts, critical path analysis

Technology, control and improvement

Monitoring, control and improvement

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OUTPUTS:

customer service

warranties

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Operations Strategies

PERFORMANCE OBJECTIVES:

quality

speed

dependability

flexibility

customisation

cost

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