



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore – 641 107**

**An Autonomous Institution**

**Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 23BAT346 TRANSPORTATION AND DISTRIBUTION**

**MANAGEMENT**

**II YEAR / III SEMESTER**

**UNIT 1 - INTRODUCTION**

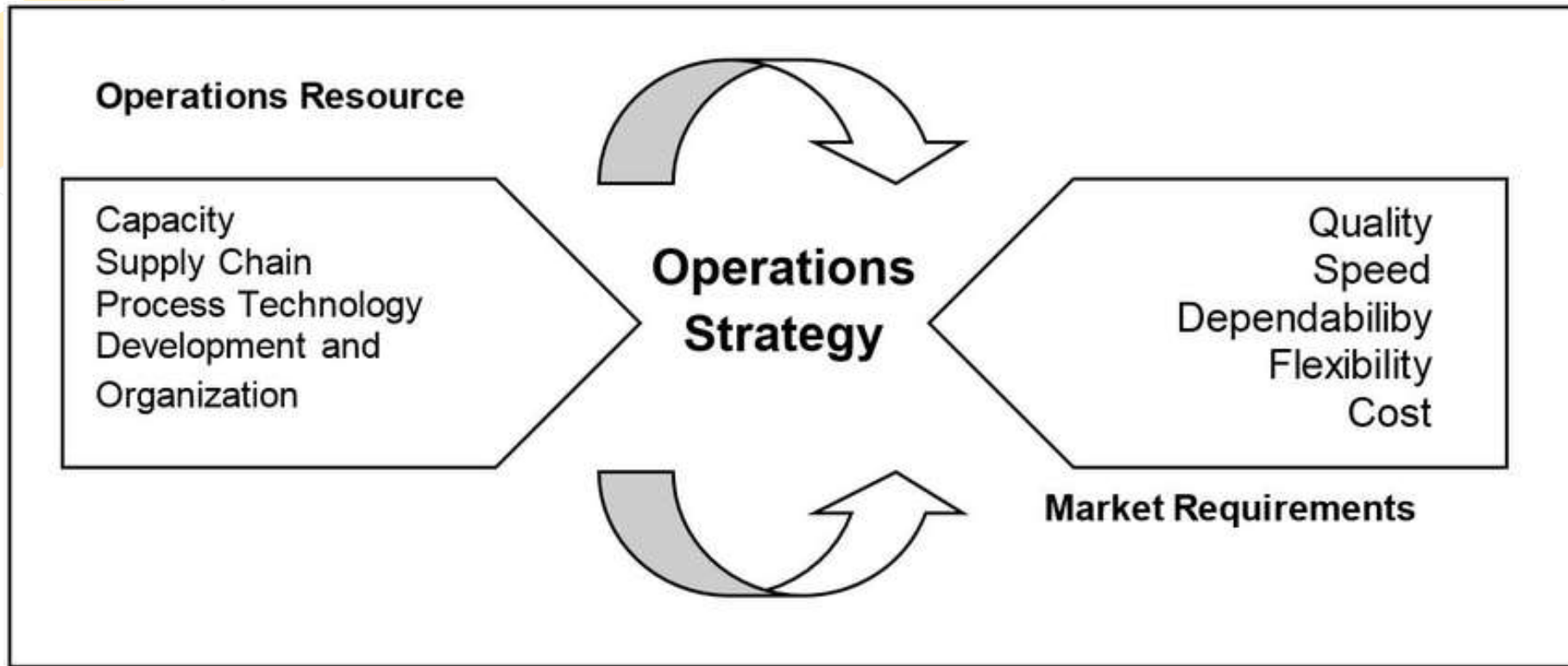


## **Operations strategy**

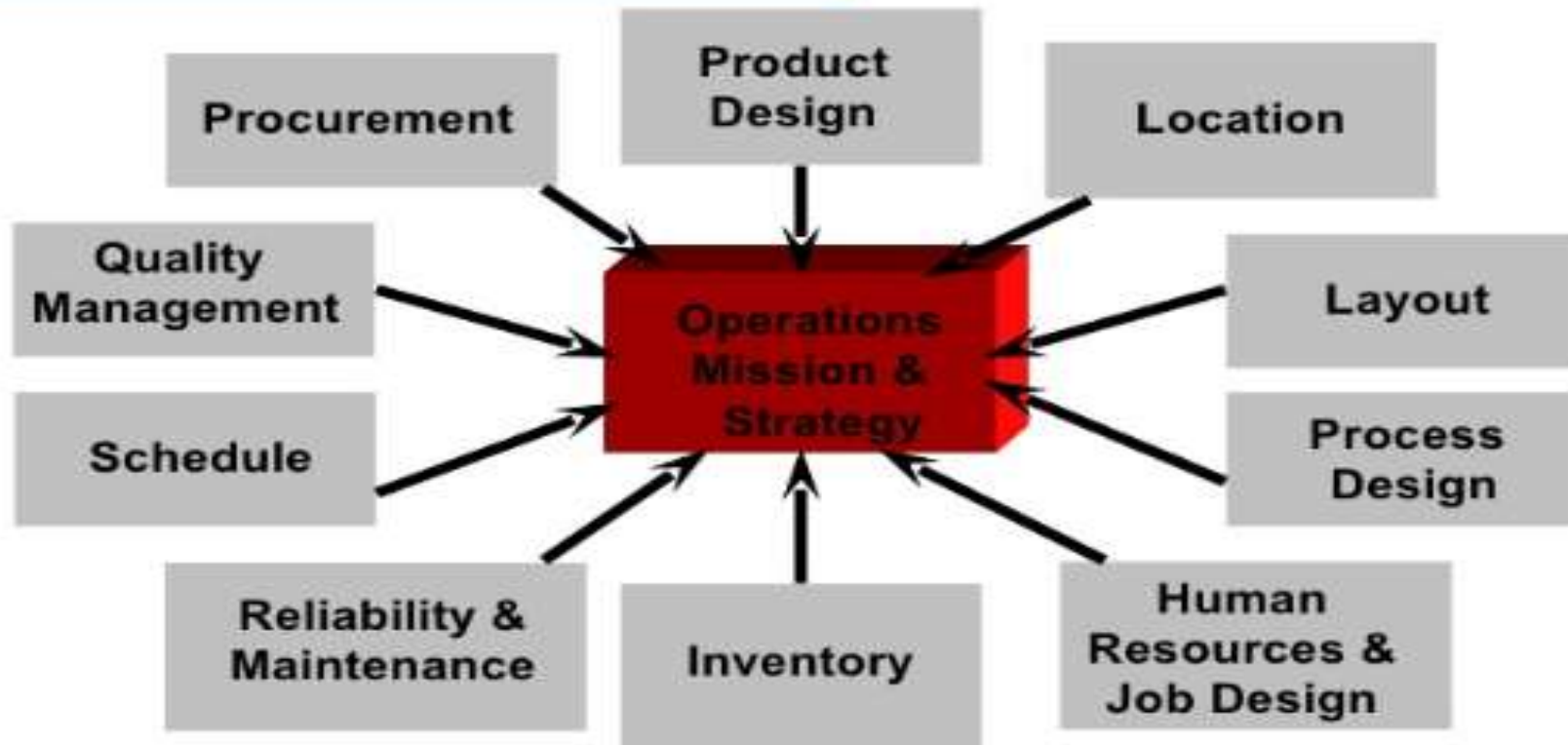
Operations strategy is the plan developed by the management team of an organization to allocate funding to the business. This plan is constructed after the overall strategy of the business has been created; thus, the operations strategy supports the strategic direction of the firm.

## Operations Strategy

Framework to improve Products,  
Services & Operations Processes



# Operation Strategy - Elements





# Product Design



# Product Design Importance Example

- ✓ Shoulders relaxed
- ✓ Back support
- ✓ Arm support
- ✓ Thighs horizontal
- ✓ Feet flat on the floor

18-24"

16-20"

90°

90°

ROI  
RIEKE OFFICE INTERIORS

Why  
Ergonomics  
Matters  
In Your Office



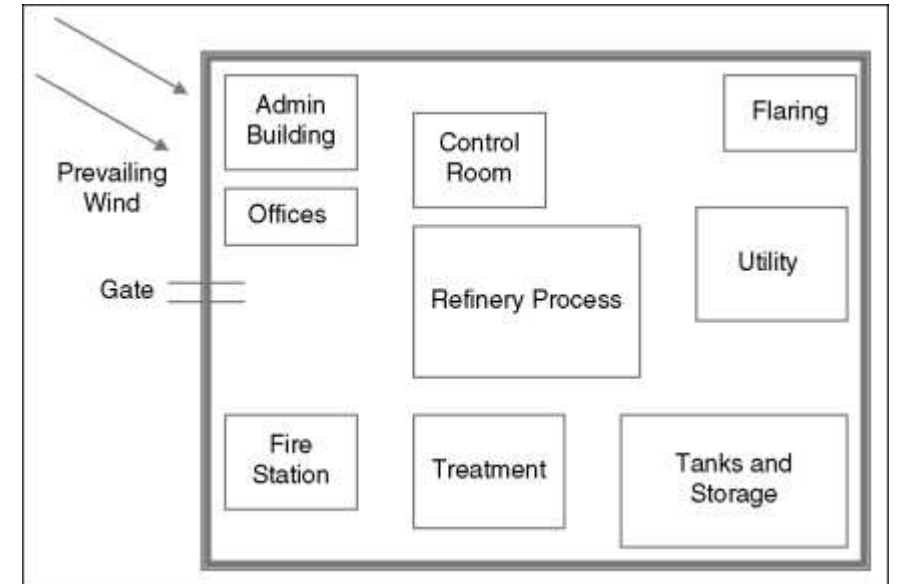
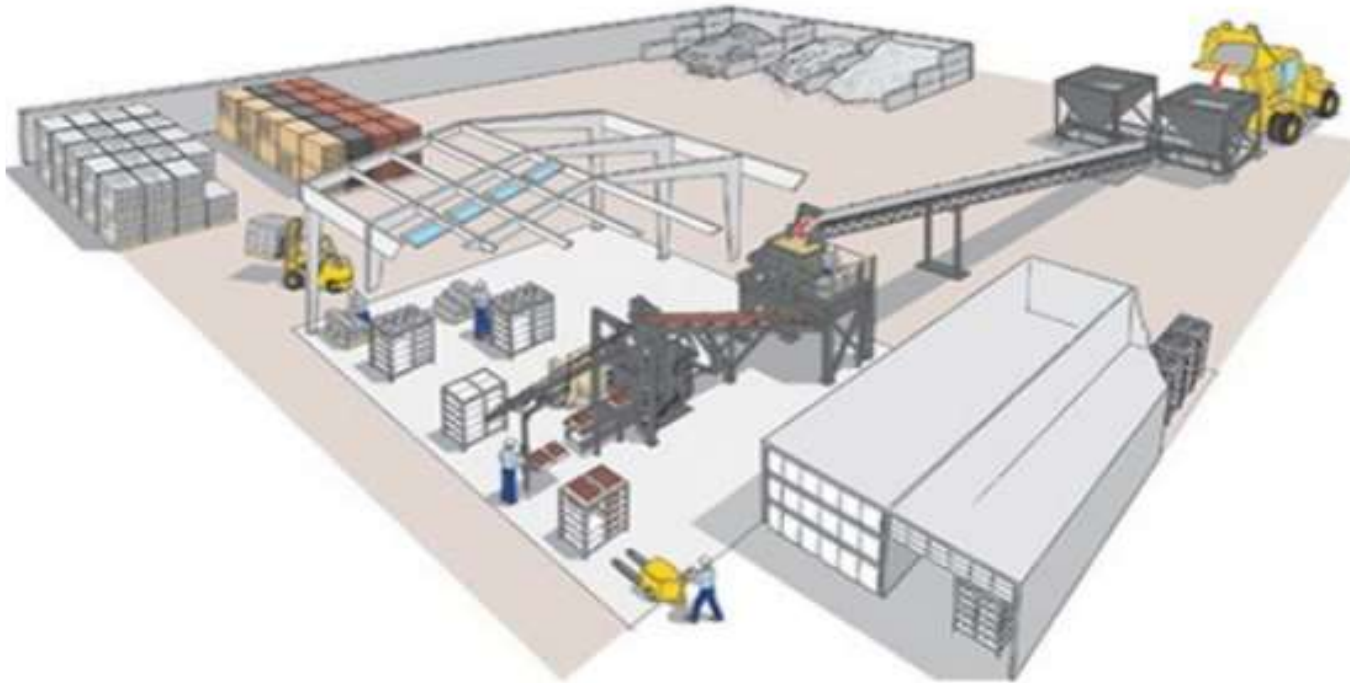
# Plant Location



## Thermal Power Station (Coal)

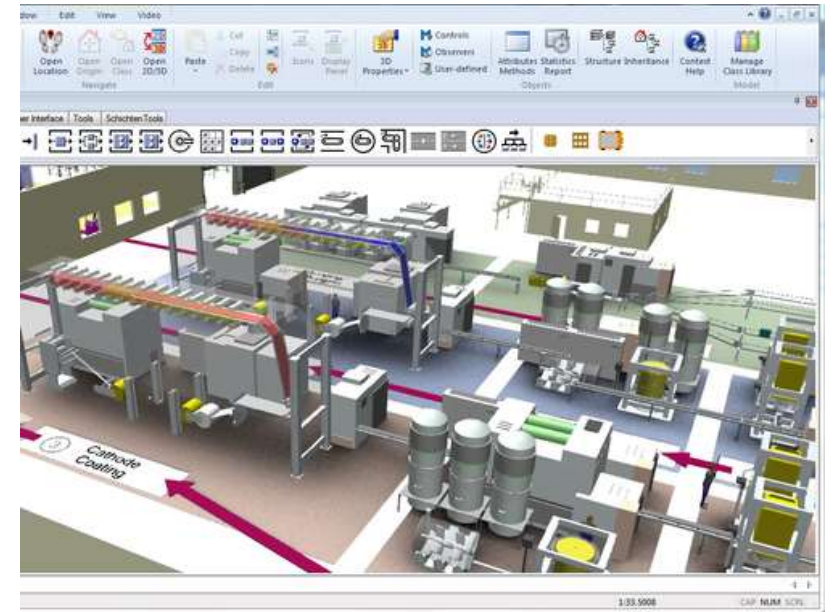
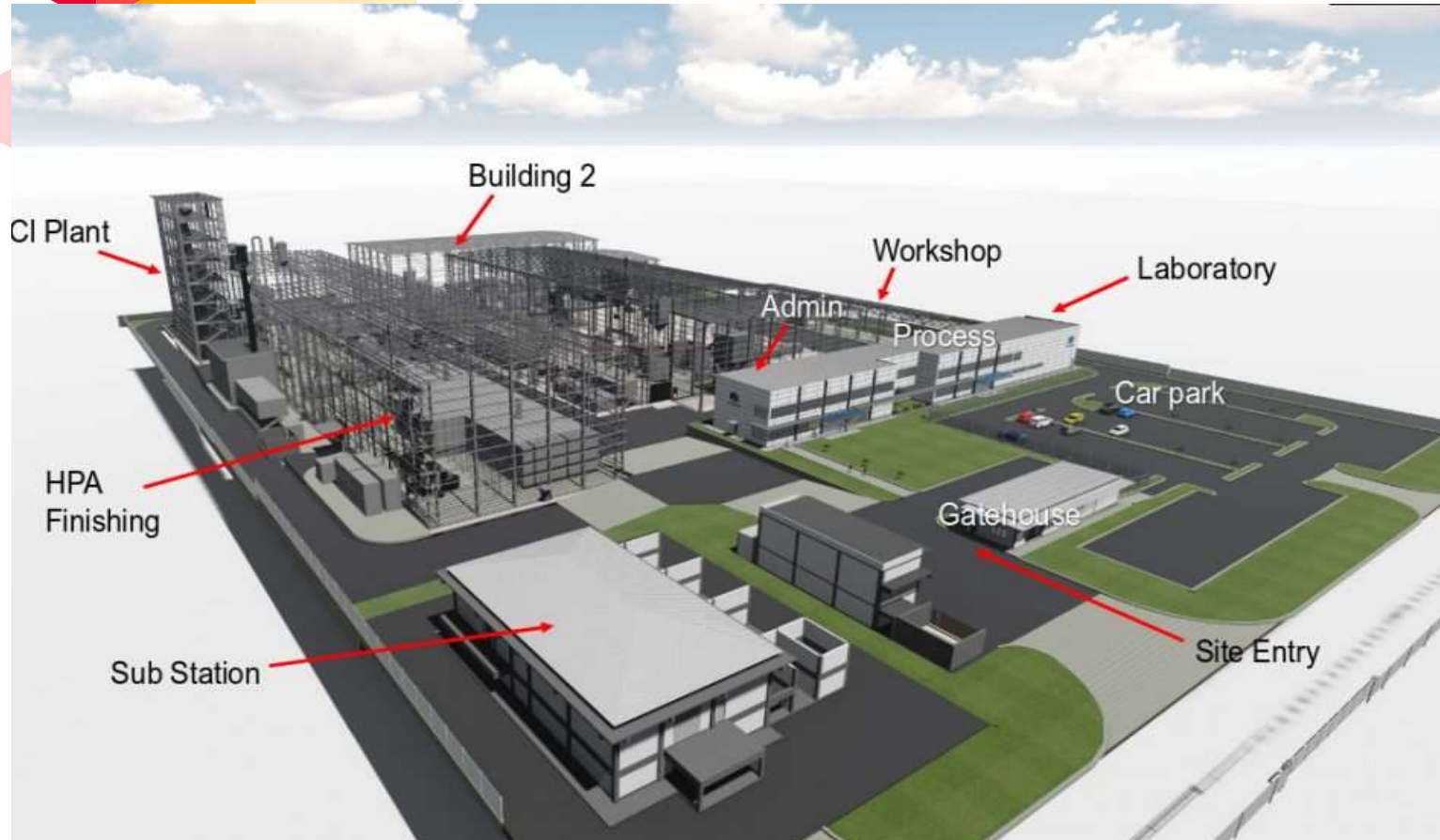


# Layout - Plant Layout



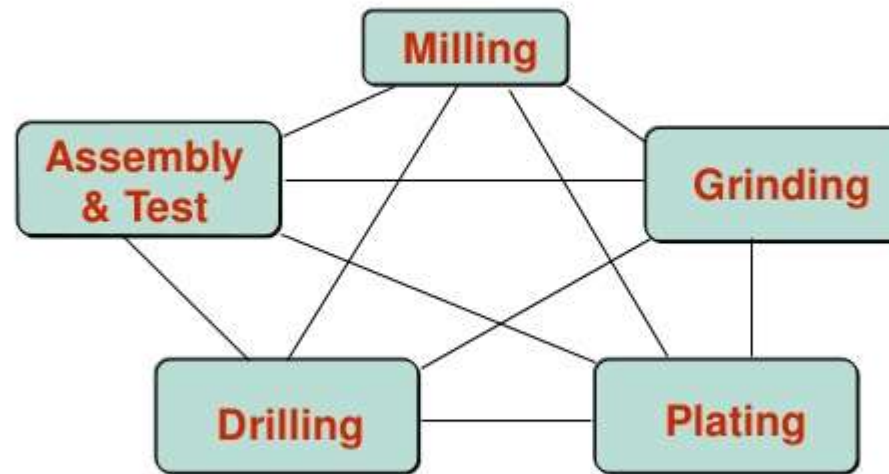


# Plant Layout



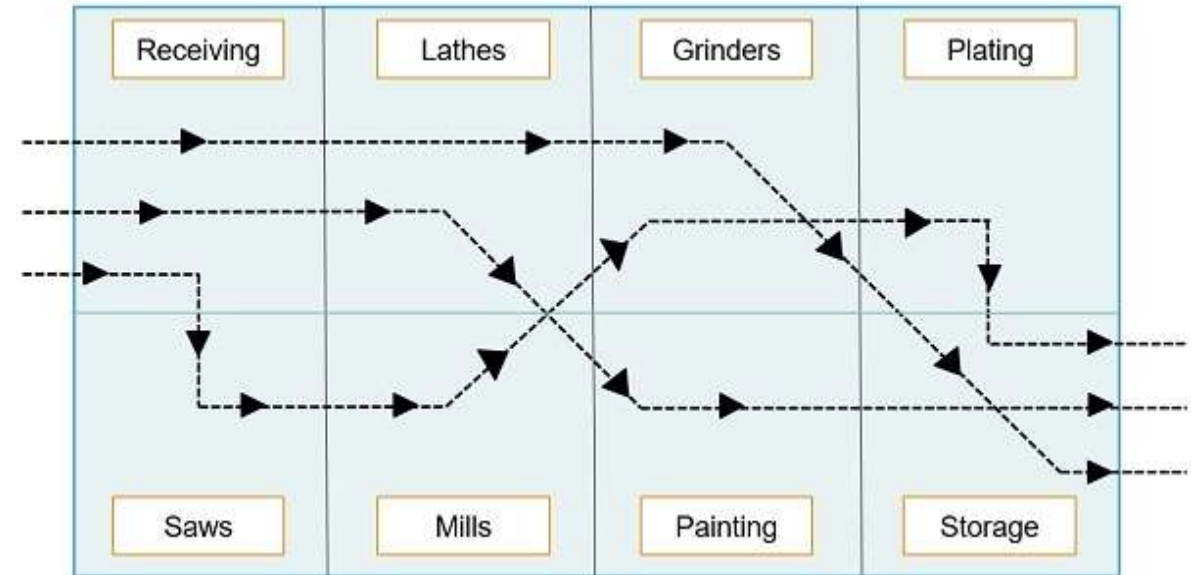
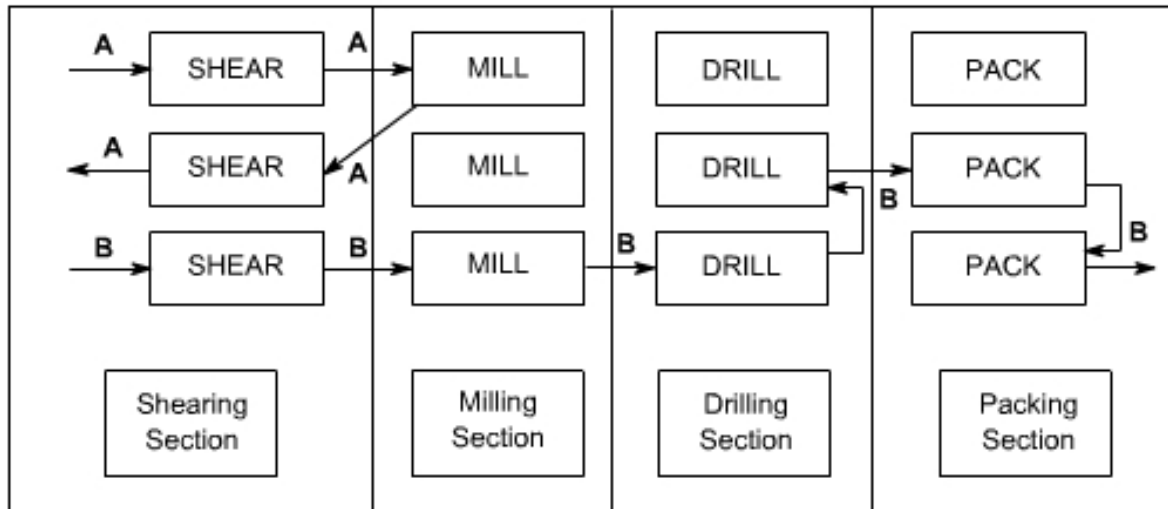
# Layout - Process Layout

WHAT DOES A PROCESS LAYOUT LOOK LIKE



Process Layout - work travels to dedicated process centers

# Process Layout





# Process Design - Assembly line



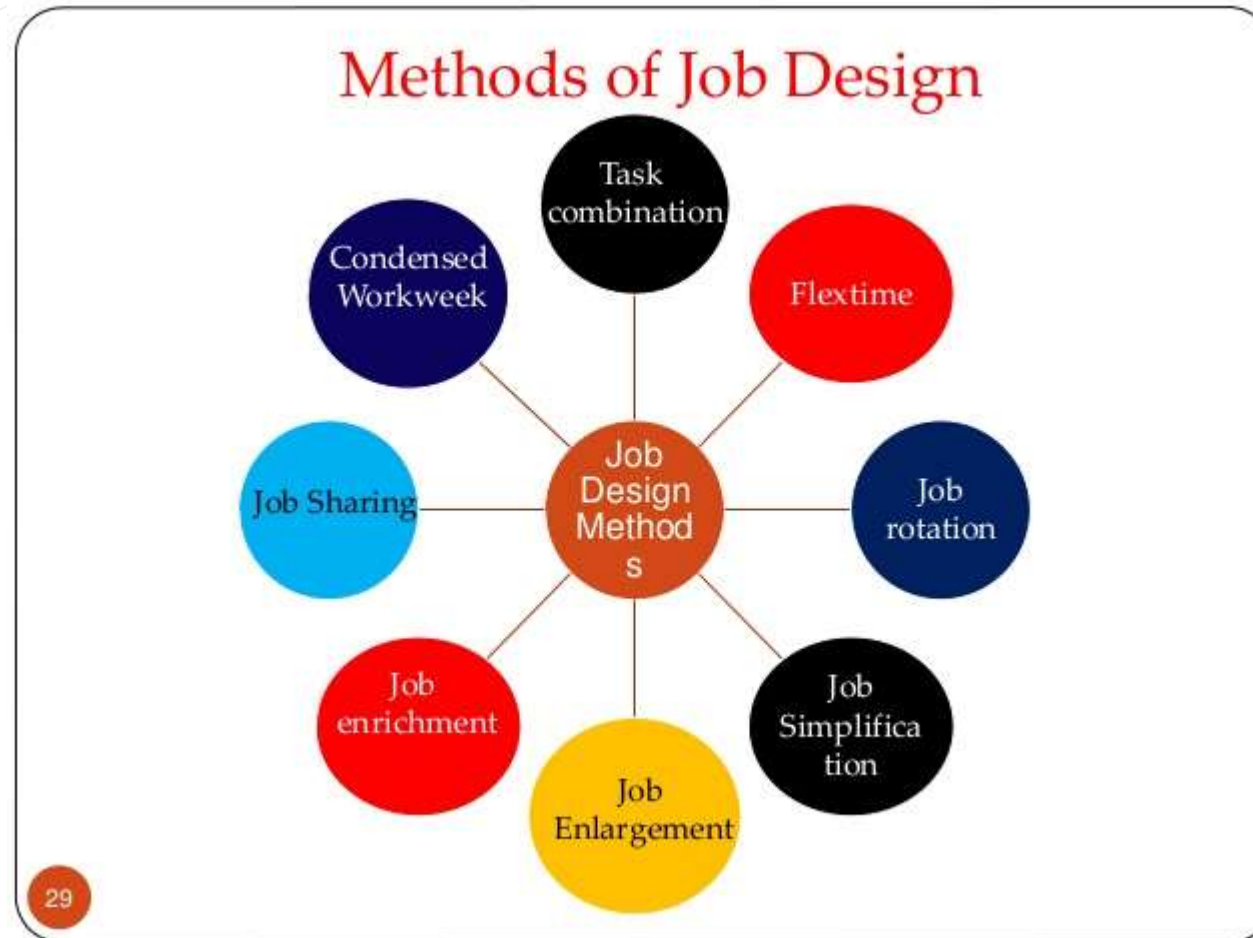


# Process Design - Assembly line

## Boeing Airplane

<https://www.youtube.com/watch?v=liZ0WEEsuz4>

# Human Resource & Job Design





# Inventory forms





# Inventory - Example Amazon Warehouse





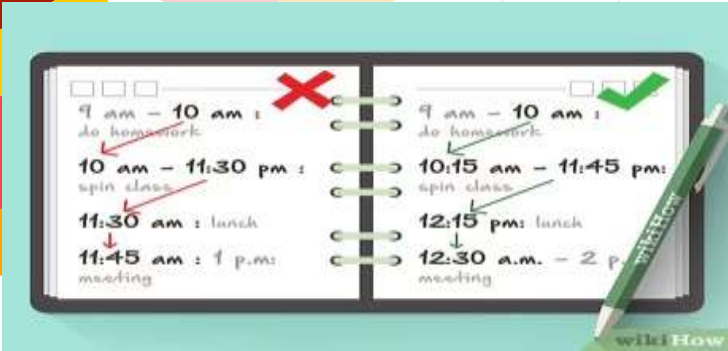
# Maintenances

Time, Cost & Quality



# Scheduling - Automated Production line

<https://www.youtube.com/watch?v=nLzgjwVm-iM>



# Procurement





# Quality Management

## Testing or Quality Check



### AMUL ICE CREAM QUALITY

<https://www.youtube.com/watch?v=5Yqa3vK83G0>



# Operation Strategy



McDonald's Operations Management, Productivity

<http://panmore.com/mcdonalds-operations-management-10-decisions-areas-productivity>





THANK YOU