

FIFTH EDITION

Operations Strategy

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Operations Strategy, 5e, provides a clear, well-structured, and interesting insight into the subject. The book applies some of the ideas of operations strategy to a variety of businesses and organizations. The text ensures a comprehensive coverage of the important ideas and issues that are relevant to most companies.

This Indian adaptation incorporates the indigenous context in the form of real-life examples, thereby making the text more relevant.

NEW TO THIS EDITION

- Long case studies have been introduced, which provide depth and serve as illustrations, and can be used to supplement class sessions.
- Many new and updated examples which cover topical issues in operations strategy, such as the VRIO framework, and concepts related to product/service innovation have been discussed.
- Several caselets on Indian firms like Patanjali, Akshaya Patra, Fabindia, Sun Pharmaceutical, etc., have been discussed.
- Two major Indian case studies—Adani Agri Logistics Limited and Green Dust—have been included in the case study section, highlighting issues with technology, and supply chain trust and culture. They also present the concept of reverse logistics and sustainability in the Indian context.



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Contents

List of Figures, Tables and Exhibits from Case Studies	xiii
Preface	xxi
Acknowledgements	xxv
Preface to the Indian Edition	xxvi
About the Authors	xxvii
Publisher's Acknowledgements	xxviii
Chapter 1 Operations strategy – developing resources and processes for strategic impact	1
Introduction	1
Why is operations excellence fundamental to strategic success?	2
What is strategy?	7
What is operations strategy and how is it different from operations management?	9
What is the 'content' of operations strategy?	25
The operations strategy matrix	32
What is the 'process' of operations strategy?	33
How is operations strategy developing?	36
Summary answers to key questions	41
Further reading	43
Notes on the chapter	43
Chapter 2 Operations performance	45
Introduction	45
Operations performance can make or break any organisation	46
Judging operations performance at a societal level?	48
Judging operations performance at a strategic level	53
Judging operations performance at an operational level?	56
The relative importance of performance objectives changes over time	68
Trade-offs – are they inevitable?	72
Targeting and operations focus	80
Summary answers to key questions	87
Further reading	89
Notes on the chapter	89
Chapter 3 Substitutes for strategy	91
Introduction	91
Fads, fashion and the 'new' approaches to operations	92
Total quality management (TQM)	93
Lean operations	99
Business process reengineering (BPR)	105

Six Sigma	109
Some common threads	115
Summary answers to key questions	119
Further reading	120
Chapter 4 Capacity strategy	121
Introduction	121
What is capacity strategy?	122
The overall level of operations capacity	122
The number and size of sites	133
Capacity change	135
Location of capacity	142
Summary answers to key questions	151
Further reading	152
Notes on the chapter	152
Chapter 5 Purchasing and supply strategy	154
Introduction	154
What is purchasing and supply strategy?	154
Do or buy? The vertical integration decision	166
Contracting and relationships	172
Which type of arrangement?	181
Supply network dynamics	182
Managing suppliers over time	187
Purchasing and supply chain risk	190
Summary answers to key questions	192
Further reading	194
Notes on the chapter	194
Chapter 6 Process technology strategy	196
Introduction	196
What is process technology strategy?	197
Process technology should reflect volume and variety	202
The product–process matrix	208
The challenges of information technology (IT)	213
Evaluating process technology	217
Summary answers to key questions	230
Further reading	231
Notes on the chapter	232
Chapter 7 Improvement strategy	233
Introduction	233
Operations improvement	233
Setting the direction	240
Importance–performance mapping	246
Developing operations capabilities	251

Deploying capabilities in the market	263
Summary answers to key questions	268
Further reading	270
Notes on the chapter	270
Chapter 8 Product and service development and organisation	272
Introduction	272
Innovation, design and creativity	273
The strategic importance of product and service development	277
Product and service development as a process	284
A market requirements' perspective on product and service development	293
An operations resources perspective on product and service development	298
Summary answers to key questions	306
Further reading	307
Notes on the chapter	308
Chapter 9 The process of operations strategy – formulation and implementation	309
Introduction	309
Formulating operations strategy	310
What is the role of alignment?	310
Maintaining alignment over time	314
What analysis is needed for formulation?	320
The challenges to operations strategy formulation	323
How do we know when the formulation process is complete?	324
What is operations strategy implementation?	326
Summary answers to key questions	338
Further reading	339
Notes on the chapter	340
Chapter 10 The process of operations strategy – monitoring and control	341
Introduction	341
What are the differences between operational and strategic monitoring and control?	342
How is progress towards strategic objectives tracked?	345
How can the monitoring and control process attempt to control risks?	351
How does learning contribute to strategic control?	358
Summary answers to key questions	366
Further reading	367
Notes on the chapter	368
Case studies	
Aarens Electronic	369
Aztec Component Supplies	373
Adani Agri Logistics Limited: Blocking the Grain Drain	375

Clever Consulting	387
Delta Synthetic Fibres (DSF)	389
Developing 'Savory Rosti-crisps' at Dreddo Dan's	395
Disneyland Resort Paris	399
Dresding Medical	406
Hagen Style	408
GreenDust: Revolutionizing the Returns Process	410
McDonald's: Half a Century of Growth	421
Ontario Facilities Equity Management (OFEM)	427
Operations Strategy at Galanz	431
Slagelse Industrial Services (SIS)	446
The Thought Space partnership	449
Turnround at the Preston Plant	452
Zara's Operating Model	456
Zentrill	461
Index	463