W4: Operations Management

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Week 4 Discussion: Operations Management

CO5: Evaluate operations management and explain it's role in the Supply Chain network

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Discussion Prompt:

Find an operations-based company you are familiar with and research it's use of suppliers. First, take a look at what companies have already been reported on and try not to duplicate what someone else has analyzed. Then research whether your chosen company makes any of it's own products, or does it outsource all or most of it's components and finished products. Where does it source, internationally or domestically? See if you can get a macro-picture to report to the class regarding this company's products and how it uses a supply chain to source components and/or finished products. Product manufacturing companies you are familiar with are a good place to start, however, it's also interesting to find a company that maybe no one has heard much about. Once you have found a company you are interested in reporting on for this Discussion, begin by describing this company's products and then their supply chain network. Finally, see if you can identify the primary risks this company has with it's sourcing.

Discussion Guidelines

Rubrics

SCMG Undergrad Discussion Rubric (Feb 2021)

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Week Four Operations Management

Avery Brown posted Feb 26, 2023 8:19 PM Subscribe

Coca Cola has been around for a very long time. In the beginning, Coca Cola might have been a rather small company but now its grown into a massive operation that exists in almost every country around the world. Coca Cola was a great choice for an operations based company to me for a variety of reasons. Coca Cola has established manufacturing plants in many countries all over the world. However these are independent bottling factories that are sort of tied to the Coca Cola brand. These bottling factories/manufacturing plants source a lot of their products locally and sell locally. That's what makes Coca-Cola in my opinion such a powerful company. They can sell their product to the manufacturing plants whom then finish the bottling and distribute to local stores, gas stations, grocery stores, etc. With this idea they are able to remain a global company on many levels while also having the ability to distribute and manufacture on a local level, thus relieving their supply chain of many stressors that might be found from a global perspective.

I think ultimately the primary risks that Coca Cola must encounter with its sourcing/manufacturing process is the ability to remain consistent in their quality of beverage worldwide. Different factories and different personnel build a recipe for an end product to be different from one factory to another. An example of this is SAMSUNG whom manufactures many things such a cell phones and televisions. Some television electronic panels are manufactured in Mexico vs Vietnam thus meaning that the hardware itself has the potential of having a differentiated quality overall. This might be a small unnoticeable factor from most consumers perspectives however it still should be noted.

Over all I think that Coca Cola is an extremely large company that operates globally and has a global identify in terms of marketing; but has the ability to manufacture and distribute locally. I believe the benefits of this sourcing/manufacturing process outweigh the risks/disadvantages.

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Damian Hoffman posted Feb 25, 2023 4:09 AM Subscribe

One example of an operations-based company is Nike. Nike operates in more than 190 countries and has a complex supply chain network that involves many suppliers and manufacturers around the world. Nike produces most of its products through outsourcing and contracts with independent manufacturers from mostly Asian countries. For example, the majority their products are produced in China, Vietnam, Indonesia, and Thailand. However, Nike also operates a few of its own production facilities in the United States.

Nikes supply chain starts with sourcing raw materials from suppliers around the world. These materials are then transported to manufacturing plants where they are turned into finished products. Nike also works with many third party logistics providers and transportation companies to move goods between suppliers, manufacturers, and distribution centers. The organization has put in place various measures to effectively manage its supply chain. These include developing good relationships with key suppliers, keeping tabs on supplier performance by using audits and inspections, and utilizing technological advancements to enhance visibility and efficiency in the supply chain.

However, Nike is not immune to certain risks that are associated with outsourcing to low cost countries. These risks include the possibility of supply chain disruptions resulting from factors such as natural disasters, poor communication, quality issues, transportation issues, and labor disputes. Additionally, the company could face damage to their reputation due to accusations of labor exploitation or environmental violations by its suppliers. As a result, Nike has taken proactive measures to mitigate these risks. These measures include implementing responsible sourcing policies

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Last post **3 hours ago** by Avery Brown

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