

Discussion Board



Forum: Week 5 Mini Project Deliverable 2: Operation, Technology, and Management Plan
Thread: Mini Project Deliverable 2: Operation, Technology, and Management Plan

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Select: All None Message Actions Expand All Collapse All 3 Posts in this Thread 2 Unread

☐ Anonymous posted 4 years ago (last edited 1 month ago)

Mini Project Deliverable 2: Operation, Technology, and Management Plan

Overall Rating:

Due Week 5 and worth 60 points

Important Notes

- This exercise is considered an academic writing exercise. Quality of response, grammar, and punctuation are considered in your overall grade.
- This exercise does not require the use of APA format or a cover page.
- It is recommended that students construct their deliverable using MS Word and then attach the document to the discussion thread submission area in Blackboard.

Use the "**NAB Company Portfolio**" (see: Course Required Files in Week 1). Provide the following information below.

1. Operations Plan

Note: Remember to assign a dollar amount to each

operational cost you find, as you will need these figures for your income statement and cash flow in Week 8.

a. Create an operations plan for your NAB company using the template in the text as a guide (p. 214 | *Operations Plan Preparation Form*). Extract appropriate information from the NAB Company portfolio, where applicable. Other required items in the template should be filled in using your personal preferences.

b. Provide a rationale for the competitive advantages section using appropriate functional-level and business-level strategies to explain the competitive advantages.

Please follow instruction

- **Note:** Much of the research pertaining to the hints provided here can be found in the NAB company portfolio.
- **Hints:** Consider whether you will rent or buy your facilities or outsource production to an existing company.
- **Hints:** One of your biggest expenses as a startup non-alcoholic beverage company will be transitioning from a small batch prototype of your beverage to production on a large scale. Research the equipment you will need (vats, refrigerators, burners, ovens, bottling equipment, and so on), whether you will rent or buy, how you will maintain and clean it, and so forth. Consider how you will ensure quality control. What capacity do you intend to reach?
- **Hints:** Deliberate your inventory control. Where do your supplies come from and what is your turnaround time to produce your beverage once you have received an order?
- **Hints:** Consider your distribution method. Refer back to your notes for the SWOT analysis assignment in Week 2 of class.
- **Hints:** How will you stay abreast of new developments in your industry? What new products do you have in development now, in addition to your flagship product? Describe your research and development activities and explain how they will contribute to the company.

2. Technology Plan

- a. Create a technology plan for your NAB company using the template in the text as a guide (p. 227 | *Technology Plan Preparation Form*). Extract appropriate information from the NAB Company portfolio, where applicable. Other required items in the template should be filled in using your personal preferences.
- b. Provide a rationale for the personnel needs section by incorporating appropriate functional-level strategies.
- **Hints:** Consider the type of technology your company will use to conduct the following activities: manage personnel; take, fulfill, and track orders; manage inventory; communicate with customers and provide customer service; and produce your beverage.

3. Management & Organization

- a. Create a management plan for your NAB company using the template in the text as a guide (p. 248 | *Management Plan Preparation Form*). Extract appropriate information from the NAB Company portfolio, where applicable. Other required items in the template should be filled in using your personal preferences.
- b. Using the flow charts on p. 242 as a guide, outline your company's management hierarchy. **Note:** Charts or diagrams must be imported / included in the MS Word document.
- c. Provide a rationale for the management structure and style section by incorporating appropriate functional-level strategies.

4. Cite the resources you have used to complete the exercise. **Note:** There is no minimum requirement for the number of resources used in the exercise.
5. Provide constructive feedback to at least one (1) classmate's post. Assess the credibility of the student's rationales.

Reply

☐

ANTHONY MUSCIA
INSTRUCTOR
MANAGER

Some tips for writing this section of the plan

1 day ago

☐

Janice Miller

RE: Mini Project Deliverable 2: Operation, Technology, and Management Plan

5 hours ago

Select: **All None** Message Actions Expand All Collapse All

→OK

Key Management and Employees:

Board Members and Advisors:

Management Structure and Style:

Use this information as the basis of your plan's Management section.

Guide

P. 215

SAMPLE PLAN: OPERATIONS



OPERATIONS

A key element of ComputerEase's operations is its Corporate Training Center, located at 987 South Main Street in Vespucci. The Center currently consists of 20 student computer stations, equipped with all the major business software programs, an instructor's computer station and projection equipment, and state-of-the-art technology enabling the instructor to monitor exactly what each student is doing.

Describes a key aspect of operations.

The Corporate Training Center is vital because most of ComputerEase's corporate customers have limited, if any, extra computer facilities on their premises appropriate for conducting on-site corporate classes. Thus, ComputerEase can only grow its in-person training courses to an adequate level of income by having well-equipped training facilities of its own to offer.

For its online training courses, ComputerEase decided not to buy and manage its own servers and build its own data center, but to outsource that to a managed hosting vendor who provides a turnkey solution for all hardware/software needs and maintenance, backups, and upgrades.

Corporate Training Centers

On August 1, 2014, ComputerEase opened its first Corporate Training Center, along with its company's headquarters. This Training Center is equipped with 20 personal computer stations. Prior to the opening of the Training Center, ComputerEase was limited to conducting training programs at the clients' place of business (referred to as on-site programs).

Cost- and Time-Effective Programs

These on-site programs produce lower profit margins than Training Center classes or online classes. Generally, fewer students attend each on-site training session; instructors spend additional time for travel and setup, and costs arise from the transportation of equipment and materials and subsequent wear and tear. While ComputerEase charges higher fees per student in these on-site classes, the market will not bear prices that truly absorb the increased costs.

Shows method of increasing profitability.

Moreover, the potential customer base for Training Center classes is substantially larger than that for on-site programs. More businesses can afford to send employees to scheduled classes at ComputerEase's Corporate Training Center — or have a class developed for them at the Center — than can incur the costs and disruption of an on-site program. Online programs offer even greater flexibility.

With the funds now being sought, the company will open a second Corporate Training Center in the city of Whitten Park, where many of its corporate customers are located.

Competitive Advantages

In addition to an offshore technical support center, ComputerEase outsources its data center operations. These centers created several key advantages for ComputerEase. First, these strategic operations decisions allow ComputerEase to focus on what it does

Technology Plan Preparation Form



Using this form as a guide, summarize the key technology concerns and technology needs of your business, which you can then include in your business plan, either in a separate Technology section, or in the Operations section.

Use this information as the basis of your plan's Technology section.

Personnel Needs (specify in-house or outsourced):

Telecommunications Needs:

Hardware Needs:

Software Needs (specify on-premise and "in the cloud"):

EXAMPLE: FLOW CHARTS

