Strategy at Regal Marine

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Definitions

- **Mission**
  The purpose or rational for an organization’s existence

- **Strategy**
  How an organization expects to achieve its missions and goals.
Operations Management Mission

- Quality
- Goods and services design
- Processes and capacity design
- Location
- Inventory
- Human resources
- Layout
- Purchasing
- Supply chain management
- Scheduling
- Maintenance
Produce on lower cost
Reducing cycle times
Improving processes
Using alternative product
Differentiation

- Strategy (better)
- Responds (faster)
- Cost leadership (cheaper)
Goals product

- Value
- Quality
- Satisfaction
Global operations strategy options

- International strategy
- Multi-domestic strategy
- Global Strategy
- Transnational Strategy
Reasons to Globalize:

- Reduce cost
- Improve supply chain
- Attract new market
- Learn to improve operation
- Attract and retain global talent
Consideration

- political risk
- currency risk
- Social norms
- social cost