

Assignments

1 Look through McDonald's website (www.mcdonalds.com) and list the dimensions that concern operations. How many outlets are there throughout the world and how do you think the company ensures effective control over the operations task in order to maintain its desired standards within the service delivery system?

2 Make a list of the top ten companies in the Fortune 500 (www.fortune.com/fortune/fortune500) from 1965, 1985, 1995, 2000 and the current day. Compare these to the current list. Identify the fundamental differences and give reasons for these changes.