

Assignments

1 Identify the order-winners and qualifiers for the following enterprises:

- a private medical company
- a company hiring cars for business or leisure
- a pharmaceutical company
- a furniture removal company.

2 What would constitute the operations strategy for the four organizations reviewed in Assignment 1?

3 Search the internet to find a European company with operations in China. What is the stated rationale for this decision? Do you think any other factors are involved?