

OPERATIONS STRATEGY AT GALANZ

CASE STUDY

MBA 729

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1. How can Galanz assure that there is 100% availability of the magnetrons up to the succeeding years of the business? Is it sufficient and effective to rely only on their supplies to make up for the 9M gap in the demand?
2. How can Galanz make sure that they could provide more efficient production to sustain the customers' demands of high variety products so that they could expand or maintain its success despite of the competition in the domestic and global market?

IV. ASSUMPTIONS

For the purpose of this case study, the following assumptions were made:

- The only product that are produced and marketed by Galanz Group are magnetrons and microwave ovens.
- The company innovation focused only to one product.
- Some parts of the company's product were outsourced from other competence company that leads to shortage of supply that can affect to their production.
- The product of Galanz (microwave oven) is now at its peak and the senior directors and top executives have predicted that it will soon reach its declining point.
- The communication within the organization has improved and the information and strategies have been passed onto the employees smoothly and clearly.
- The management structure has been modified and improved.