

## Lecture 2 Competitiveness, Strategy, and Productivity

Lecture to competitiveness, strategy and productivity. Lecture focuses on three separate areas, but they're interrelated. So the first is competitiveness and strategy and then productivity. So competitiveness is how effectively an organization meets the wants and needs of customers relative to others who offer similar goods or services.. Shunta discovered he did not have the key to the box and it was back at the office. he went beyond the call of duty to get the packages there on time. Shunta was held up as a hero and his story was actually told in HR meetings for new employee new employee orientation. there's a concept of order qualifiers and order win winners What we'll get into those in a little more detail. So an order qualifier is the minimum. This is you're not even considered unless you meet these minimum standards so and then the order. Winners are Okay out of the companies..

What are the economic conditions out there? Can people afford what I'm going to sell Is there demand for it? The next is political conditions. internal factors identify your strengths and weaknesses? What are your human resources, What facilities and equipment do you have and what about your suppliers? Who's giving you things that that that supply and then there's other internal factors operation strategy. there's a several areas of why you might want to go down the quality based strategy. One is you might have a poor quality reputation and you're trying to overcome it. A great example of this is many years ago. Japanese cars were considered poor quality. They went through a major quality strategy.. Another reason for this is cost reduction so there's timebased strategies so you want to accomplish tasks faster so reducing time you can sometimes have higher. quality productivity. productivity measures are useful for tracking your performance over time, and you can also compare your productivity with other in other groups in your industry or other countries. You can compare productivity. high productivity is linked to higher standards of living so as an economy has fewer manufacturing jobs with lower productivity it's more difficult to replumb ai n't Ai..

Service sector productivity is often difficult to measure a lot of times its intellectual activities and there's a high degree of variability. So one useful measure related to productivity is processed yield. quality is a factor affecting productivity management. What kind of management do you have that can affect productivity technology and then capital. it's important to not confuse productivity with efficiency. So efficiency is a narrower concept and it's getting the most out of a fixed set of resources. Productivity is a broader concept where you're using overall resources.. management supports and encourages productivity and