

goals and objectives and using this information to identify areas for improvement.

7. Continuous improvement involves constantly reviewing and improving the organization's processes to increase efficiency, reduce costs and increase customer satisfaction.

Effective operations management is essential to the success of any organization because it ensures that resources are used efficiently to achieve organizational goals. By focusing on process design, quality management, inventory management, supply chain management, performance measurement and continuous improvement, organizations can achieve operational excellence and the competitive advantage.

3. Marketing and sales: This includes designing tactics to attract and keep customers, such as advertising, sales promotions, and public relations.

4. Human resource management: Managing the people who work for the