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4 - Product Design

Answers to Questions

- 4-1. A firm's products and services define its customers, as well as its competitors. New products and services often involve new markets and require new processes. The design process is the most obvious driver of change in an organization. It capitalizes on a firm's core competencies and determines what new competencies need to be developed. Organizations can gain a competitive edge through designs that (1) bring ideas to the market quickly, (2) do a better job of satisfying customer needs, and (3) are easier to manufacture, use, and repair than existing products.
- 4-2. *Quality of design*—size; location and amount of lighting; size of blackboards; heat; presentation equipment; *Quality of conformance*—no. of students crowded into rooms; overhead projector or lights don't work, too hot or too cold; instructor doesn't speak loud enough or students see too loud.

Operation Management Solution Manual Russell

**Richard Bellingham, Russell J.
Campanello**



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models for forklifts and stacker cranes respectively and an energy intensity model for roller conveyors The concept model is based on the assumption that the unit load is received at a zero energy warehouse Subsequent handling transport and storage processes in which the unit load is moved vertically and horizontally through the system equate to changes in energy intensity within the logistics warehouse management system Energy recovery based on the handling equipment used can be collected in batteries The evaluation method takes into account the intensity of the energy supplied to the logistics system and reduces the storage of the recovered energy this figure represents the energy needed to pass through the logistics unit load storage system and can be expressed in an energy intensity map

Contemporary Operations Management Thomas M. Cook, Robert A. Russell, 1984

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