

Operations Management Report- Caf? Bazza and Hard Rock Caf? Kuwait (3100 words)

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Abstracts

Café Bazza

The Cafe Bazza provides various refreshing services to the clients that are truly customized and in accordance to the will of the customers and make possible the provision of the relaxed environment at store.

Café Bazza targets the domestic people of Kuwait and the business travelers who desire to view the culture of the Kuwaiti food and cuisine. It also has a goal to provide the image of the culture of the Kuwait and make it convenient for the people to attain access to some of the best cuisines of the Kuwait. With the changes in the market requirements in the Kuwait and in the Middle Eastern zone, it attains the leading edge in innovation to maintain its image and powerful brand positioning. Goods to be showcased drinks, mini mixed packages and specialized Kuwait Cuisine is provided. (A2zhomestore.com, 2015)

Hard Rock Café

Some corporations have historical background that exhibit its past. We are designing to provide a legacy that present it like a song without nostalgia and it remind as a timeless establishment and convenient starting.

With many unique locations around the globe, it's difficult to have faith on the thing that everything initiated without any complexity: the identification for an excellent burger. We provide the high quality services to the wind; show that every meal must be relevant to a particular experience- either on the road side or in the lunch break. They are concerned about the provision of the high quality, fresh, classic American style and handmade food

along with southern flair that fails to assist but show image of the co-founder named Isaac Target's Tennessee. Even our food menu makes possible the provision of the wide range of the domestic cuisine in Kuwait, but we focus on continuous quality patterns (Hard Rock.com, 2015)

Contents

Identify HRC and Café bazzas mission, strategy and core competencies. Identify strategy changes that have taken place at HRC since its founding in 1971. Use SWOT analysis and identify competitive advantages of Yakult operations (for this part of assignment you can research from Yakult website or other reliable sources).

Hard Rock Café

Mission

Core competencies

Strategy

Change over the years

Café Bazza

Mission

Core competencies

Strategy

SWOT Analysis

Competitive Advantage

3. OPERATIONS PROCESS IS IMPORTANT FOR ANY ORGANIZATION. ALTHOUGH ALL OPERATIONS PROCESSES LOOK SIMILAR IN THAT THEY ALL TRANSFORM INPUTS, THEY DO DIFFER IN A NUMBER OF WAYS SUCH AS VOLUME OF OUTPUT, VARIETY OF OUTPUT, VARIATION OF DEMAND FOR THEIR OUTPUT.

- a. Develop a flowchart for the Café Bazza production process. Explain the production process. Discuss the process strategy. Are there any customized products available at the facilities?
- b. What is Café Bazza inventory policy (raw materials inventory, work-in-process inventory, finished goods inventory) in production and how do they manage the inventory? How do they distribute their goods?
- c. How do Café Bazza and HRC ensure sustainability in operations?

4. QUALITY IS DEFINED AS “CONSISTENT CONFORMANCE TO CUSTOMERS’ EXPECTATIONS”.

- a. Define quality of a manufacturing Café Bazza and service (HRC) operations. If CaféBazza/HRC doesn't have the quality management culture at the factory, how does it will affect them in terms of the costs of quality?
- b. Discuss how Café Bazza builds in quality- its quality management system, quality

assurance and quality certification.

C. Using your own opinion explains what/how TQM tools or techniques Café Bazza follows or is in use or can use in their operations.

5. CAPACITY PLANNING IN THE 'GOAL VIDEO', JONAH DEFINES A BOTTLENECK AS "A RESOURCE THAT'S CAPACITY IS LESS THAN THE DEMAND PLACED UPON IT. BOTTLENECKS CONTROL THE RATE OF OUTPUT FOR ANY ORGANIZATION, NOT JUST A MANUFACTURING PLANT". WHAT IS THE PRODUCTION CAPACITY AT CAFÉ BAZZA PLANT? DESCRIBE A BOTTLENECK IN CAFÉ BAZZA OR HRC.

6. SUPPLY CHAIN IS IMPORTANT FOR ANY BUSINESS OPERATIONS. DRAW A SUPPLY CHAIN NETWORK (SUPPLIERS, MANUFACTURER, DISTRIBUTORS, RETAILERS ETC.) OF YOUR STUDIED COMPANY (CAFÉ BAZZA). DESCRIBE THE ROLE OF INFORMATION, DEMAND AND CASH FLOW WITH THE CHAIN. DISCUSS LOGISTICS ACTIVITIES WITH THE CHAIN?

7. CONCLUSION OPERATIONS MANAGEMENT LESSONS LEARNED FROM THE CAFÉ BAZZAVISIT. YOUR OPINION AND SUGGESTIONS.

References

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