

Operations and Productivity

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**PowerPoint presentation to accompany
Heizer, Render, Munson/Global Edition
Operations Management, Twelfth Edition
Principles of Operations Management, Tenth Edition**

PowerPoint slides by Jeff Heyl

Outline

- ▶ **Global Company Profile:** Hard Rock Cafe
- ▶ What Is Operations Management?
- ▶ Organizing to Produce Goods and Services
- ▶ The Supply Chain
- ▶ Why Study OM?
- ▶ What Operations Managers Do

Outline - Continued

- ▶ The Heritage of Operations Management
- ▶ Operations for Goods and Services
- ▶ The Productivity Challenge
- ▶ Current Challenges in Operations Management
- ▶ Ethics, Social Responsibility, and Sustainability

Operations Management at Hard Rock Cafe

- ▶ First opened in 1971
 - ▶ Now – 150 restaurants in over 53 countries
- ▶ Rock music memorabilia
- ▶ Creates value in the form of good food and entertainment
- ▶ 3,500+ custom meals per day in Orlando
- ▶ How does an item get on the menu?
- ▶ Role of the Operations Manager

Learning Objectives

When you complete this chapter you should be able to:

- 1.1 *Define*** operations management
- 1.2 *Explain*** the distinction between goods and services
- 1.3 *Explain*** the difference between production and productivity

Learning Objectives

When you complete this chapter you should be able to:

- 1.4 **Compute** single-factor productivity
- 1.5 **Compute** multifactor productivity
- 1.6 **Identify** the critical variables in enhancing productivity

What Is Operations Management?

Production is the creation of goods and services

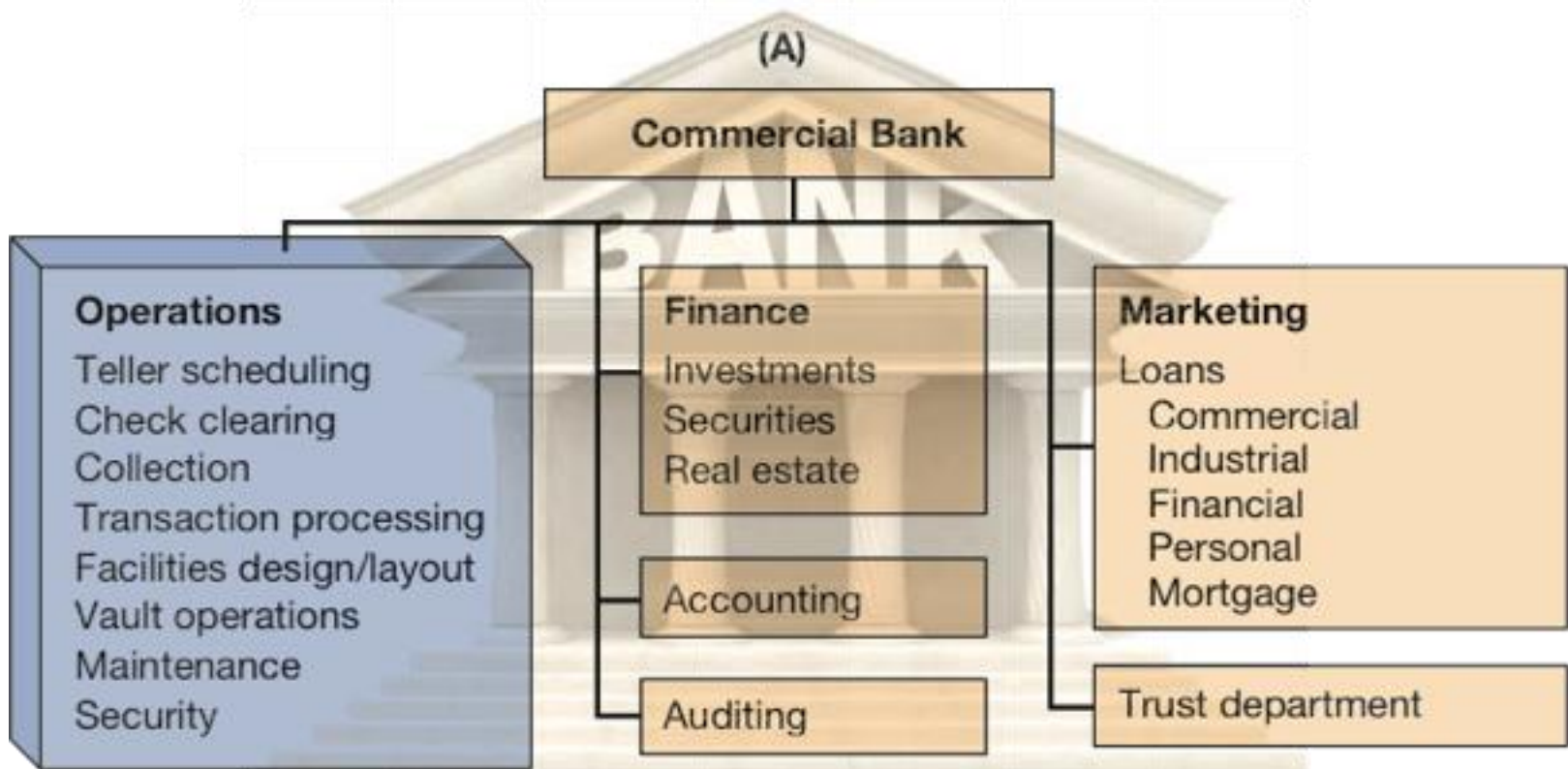
Operations management (OM) is the set of activities that create value in the form of goods and services by transforming inputs into outputs

Organizing to Produce Goods and Services

- ▶ Essential functions:
 1. ***Marketing*** – generates demand
 2. ***Production/operations*** – creates the product
 3. ***Finance/accounting*** – tracks how well the organization is doing, pays bills, collects the money

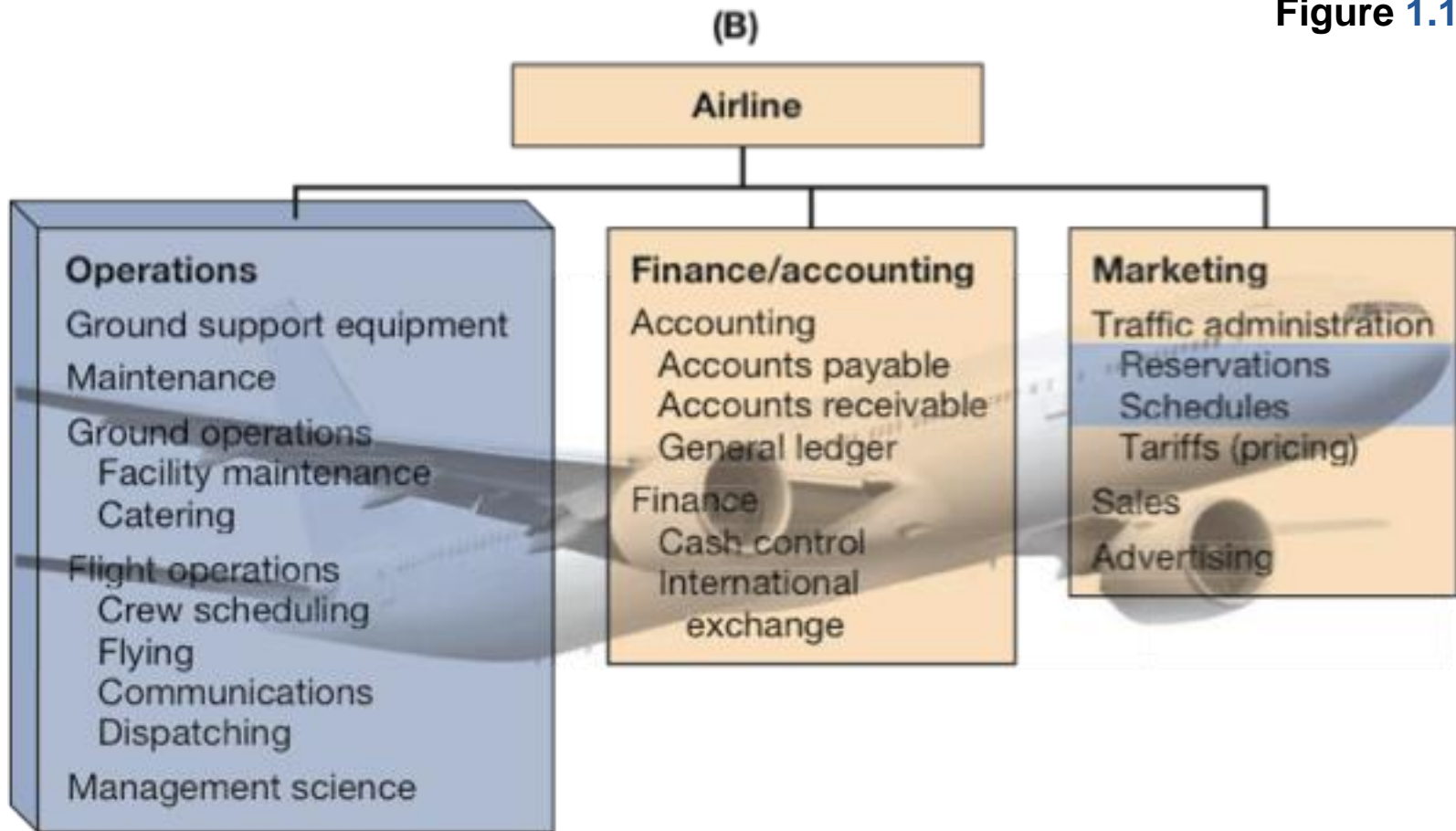
Organizational Charts

Figure 1.1



Organizational Charts

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Organizational Charts

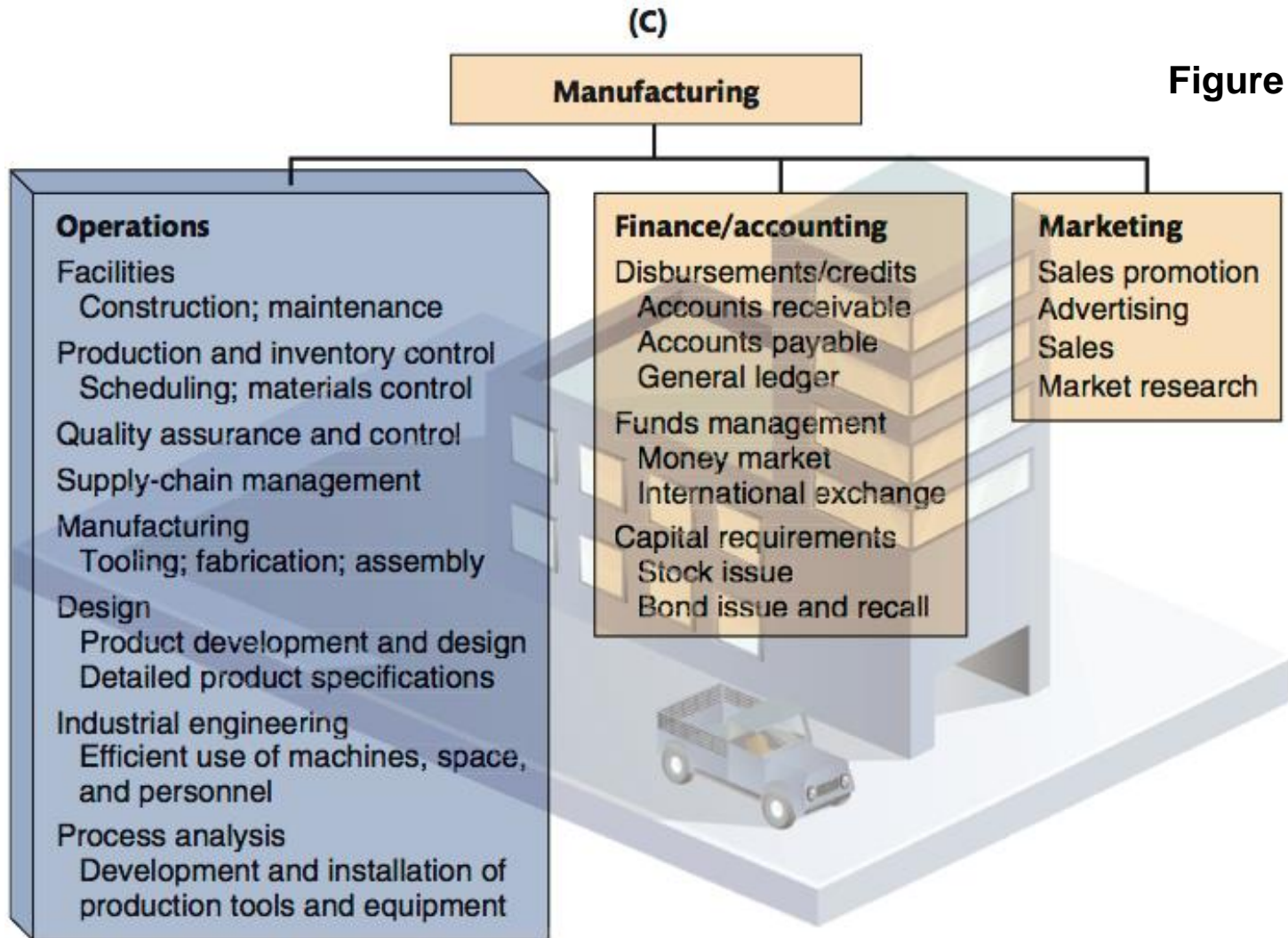
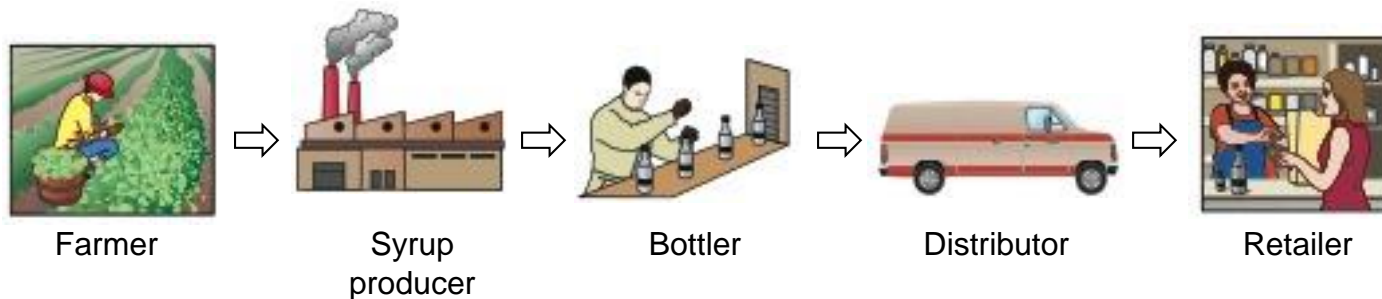


Figure 1.1

The Supply Chain

- ▶ A global network of organizations and activities that supply a firm with goods and services
- ▶ Members of the supply chain collaborate to achieve high levels of customer satisfaction, efficiency and competitive advantage

Figure 1.2



Why Study OM?

1. OM is one of three major functions of any organization; we want to study *how people organize themselves for productive enterprise*
2. We want (*and need*) to *know how goods and services are produced*
3. We want to understand *what operations managers do*
4. OM *is such a costly part of an organization*

Options for Increasing Contribution

TABLE 1.1

		MARKETING OPTION	FINANCE/ ACCOUNTING OPTION	OM OPTION
	CURRENT	INCREASE SALES REVENUE 50%	REDUCE FINANCE COSTS 50%	REDUCE PRODUCTION COSTS 20%
Sales	\$100,000	\$150,000	\$100,000	\$100,000
Cost of goods	-80,000	-120,000	-80,000	-64,000
Gross margin	20,000	30,000	20,000	36,000
Finance costs	-6,000	-6,000	-3,000	-6,000
Subtotal	14,000	24,000	17,000	30,000
Taxes at 25%	-3,500	-6,000	-4,200	-7,500
Contribution	\$ 10,500	\$ 18,000	\$ 12,750	\$ 22,500

What Operations Managers Do

Basic Management Functions

- ▶ Planning
- ▶ Organizing
- ▶ Staffing
- ▶ Leading
- ▶ Controlling



Ten Strategic Decisions

TABLE 1.2

DECISION	CHAPTER(S)
1. <i>Design of goods and services</i>	5, Supplement 5
2. <i>Managing quality</i>	6, Supplement 6
3. <i>Process and capacity strategy</i>	7, Supplement 7
4. <i>Location strategy</i>	8
5. <i>Layout strategy</i>	9
6. <i>Human resources and job design</i>	10
7. <i>Supply-chain management</i>	11, Supplement 11
8. <i>Inventory management</i>	12, 14, 16
9. <i>Scheduling</i>	13, 15
10. <i>Maintenance</i>	17

The Strategic Decisions

1. Design of goods and services

- ▶ Defines what is required of operations
- ▶ Product design determines quality, sustainability and human resources

2. Managing quality

- ▶ Determine the customer's quality expectations
- ▶ Establish policies and procedures to identify and achieve that quality

Table 1.2 (cont.)

The Strategic Decisions

3. Process and capacity design

- ▶ How is a good or service produced?
- ▶ Commits management to specific technology, quality, resources, and investment

4. Location strategy

- ▶ Nearness to customers, suppliers, and talent
- ▶ Considering costs, infrastructure, logistics, and government

Table 1.2 (cont.)

The Strategic Decisions

5. Layout strategy

- ▶ Integrate capacity needs, personnel levels, technology, and inventory
- ▶ Determine the efficient flow of materials, people, and information

6. Human resources and job design

- ▶ Recruit, motivate, and retain personnel with the required talent and skills
- ▶ Integral and expensive part of the total system design

Table 1.2 (cont.)

The Strategic Decisions

7. Supply chain management

- ▶ Integrate supply chain into the firm's strategy
- ▶ Determine what is to be purchased, from whom, and under what conditions

8. Inventory management

- ▶ Inventory ordering and holding decisions
- ▶ Optimize considering customer satisfaction, supplier capability, and production schedules

Table 1.2 (cont.)

The Strategic Decisions

9. Scheduling

- ▶ Determine and implement intermediate- and short-term schedules
- ▶ Utilize personnel and facilities while meeting customer demands

10. Maintenance

- ▶ Consider facility capacity, production demands, and personnel
- ▶ Maintain a reliable and stable process

Table 1.2 (cont.)

Operations for Goods and Services

Services – Economic activities that typically produce an intangible product (such as education, entertainment, lodging, government, financial, and health services)

Operations for Goods and Services

- ▶ Manufacturers produce tangible product, services often intangible
- ▶ Operations activities often very similar
- ▶ Distinction not always clear
- ▶ Few pure services

Differences Between Goods and Services

TABLE 1.3

CHARACTERISTICS OF SERVICES	CHARACTERISTICS OF GOODS
Intangible: Ride in an airline seat	Tangible: The seat itself
Produced and consumed simultaneously: Beauty salon produces a haircut that is consumed as it is produced	Product can usually be kept in inventory (beauty care products)
Unique: Your investments and medical care are unique	Similar products produced (iPods)
High customer interaction: Often what the customer is paying for (consulting, education)	Limited customer involvement in production
Inconsistent product definition: Auto Insurance changes with age and type of car	Product standardized (iPhone)
Often knowledge based: Legal, education, and medical services are hard to automate	Standard tangible product tends to make automation feasible
Services dispersed: Service may occur at retail store, local office, house call, or via internet.	Product typically produced at a fixed facility
Quality may be hard to evaluate: Consulting, education, and medical services	Many aspects of quality for tangible products are easy to evaluate (strength of a bolt)
Reselling is unusual: Musical concert or medical care	Product often has some residual value

Productivity Challenge

Productivity is the ratio of outputs (goods and services) divided by the inputs (resources such as labor and capital)

The objective is to improve productivity!

Important Note!
*Production is a measure of output only
and not a measure of efficiency*

The Economic System

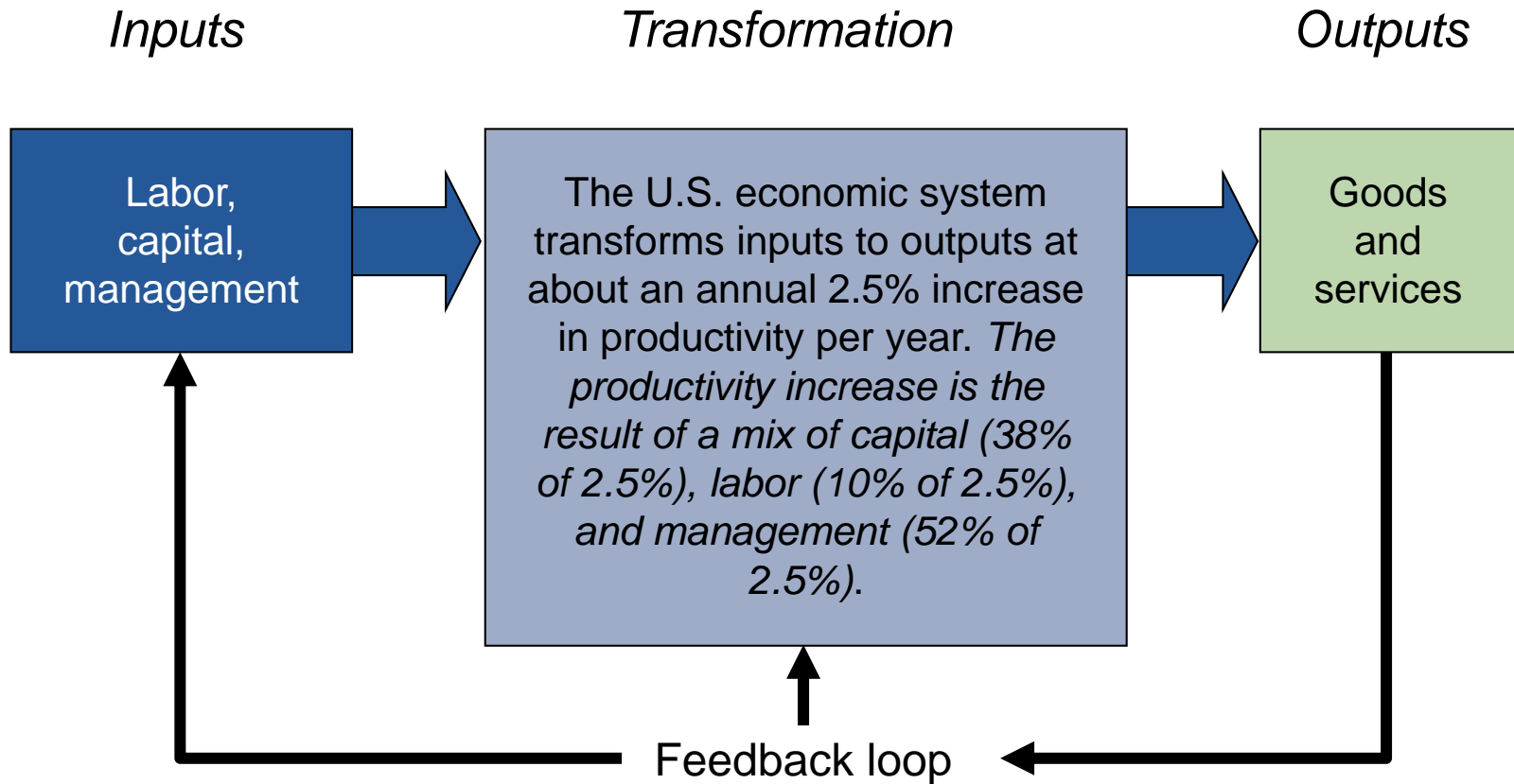


Figure 1.6

Improving Productivity at Starbucks

A team of 10 analysts continually look for ways to shave time. Some improvements:



Stop requiring signatures on credit card purchases under \$25



Saved 8 seconds per transaction

Change the size of the ice scoop



Saved 14 seconds per drink

New espresso machines



Saved 12 seconds per shot

Improving Productivity at Starbucks

A team of 10 analysts continually look for ways to shave time. Some improvements



Stop requiring
on credit card
under \$25

Change the s
scoop

New espresso

Operations improvements have helped Starbucks increase yearly revenue per outlet by \$250,000 to \$1,000,000.

Productivity has improved by 27%, or about 4.5% per year.

per shot

Productivity

$$\text{Productivity} = \frac{\text{Units produced}}{\text{Input used}}$$

- ▶ Measure of process improvement
- ▶ Represents output relative to input
- ▶ Only through productivity increases can our standard of living improve

Productivity Calculations

Labor Productivity

$$\begin{aligned} \text{Productivity} &= \frac{\text{Units produced}}{\text{Labor-hours used}} \\ &= \frac{1,000}{250} = 4 \text{ units/labor-hour} \end{aligned}$$

One resource input \Rightarrow single-factor productivity

Multi-Factor Productivity

$$\text{Multifactor} = \frac{\text{Output}}{\text{Labor} + \text{Material} + \text{Energy} + \text{Capital} + \text{Miscellaneous}}$$

- ▶ Also known as total factor productivity
- ▶ Output and inputs are often expressed in dollars

Multiple resource inputs ⇒ multi-factor productivity

Collins Title Productivity

Old System:

Staff of 4 works 8 hrs/day
Payroll cost = \$640/day

8 titles/day
Overhead = \$400/day

$$\text{Old labor productivity} = \frac{8 \text{ titles/day}}{32 \text{ labor-hrs}} = .25 \text{ titles/labor-hr}$$

Collins Title Productivity

Old System:

Staff of 4 works 8 hrs/day

Payroll cost = \$640/day

8 titles/day

Overhead = \$400/day

New System:

14 titles/day

Overhead = \$800/day

Old labor productivity = $\frac{8 \text{ titles/day}}{32 \text{ labor-hrs}} = .25 \text{ titles/labor-hr}$

New labor productivity = $\frac{14 \text{ titles/day}}{32 \text{ labor-hrs}} = .4375 \text{ titles/labor-hr}$

Collins Title Productivity

Old System:

Staff of 4 works 8 hrs/day
Payroll cost = \$640/day

8 titles/day
Overhead = \$400/day

New System:

14 titles/day

Overhead = \$800/day

Old multifactor productivity $= \frac{8 \text{ titles/day}}{\$640 + 400} = .0077 \text{ titles/dollar}$

Collins Title Productivity

Old System:

Staff of 4 works 8 hrs/day
Payroll cost = \$640/day

8 titles/day
Overhead = \$400/day

New System:

14 titles/day

Overhead = \$800/day

Old multifactor productivity = $\frac{8 \text{ titles/day}}{\$640 + 400} = .0077 \text{ titles/dollar}$

New multifactor productivity = $\frac{14 \text{ titles/day}}{\$640 + 800} = .0097 \text{ titles/dollar}$

Productivity Improvement

In theoretical terms, there are five potential ways to **improve productivity**:

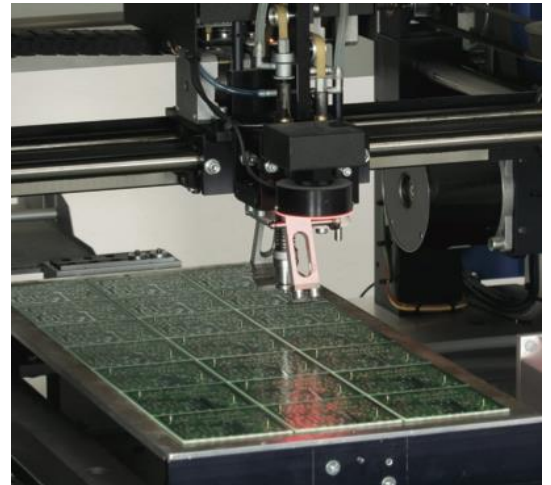
- 1) Achieve the same output with less input.
- 2) Achieve the more output with the same input.
- 3) Achieve the more output with less input.
- 4) Achieve much more output with more input.
- 5) Achieve less output with much less input.

Measurement Problems

1. ***Quality*** may change while the quantity of inputs and outputs remains constant
2. ***External elements*** may cause an increase or decrease in productivity
3. ***Precise units*** of measure may be lacking

Productivity Variables

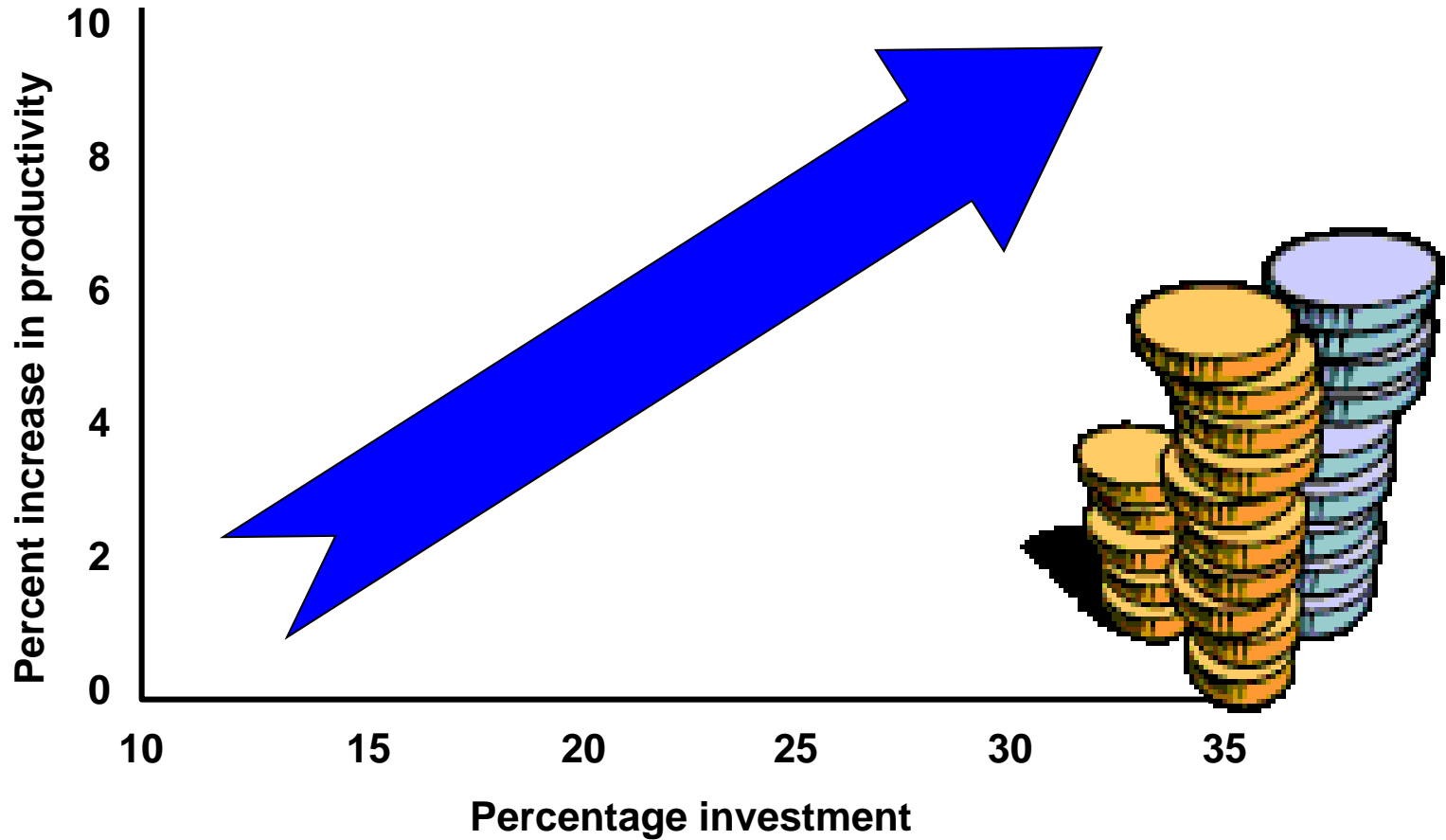
1. ***Labor*** - contributes about 10% of the annual increase
2. ***Capital*** - contributes about 38% of the annual increase
3. ***Management*** - contributes about 52% of the annual increase



Key Variables for Improved Labor Productivity

1. Basic education appropriate for the labor force
2. Diet of the labor force
3. Social overhead that makes labor available
 - ▶ Challenge is in maintaining and enhancing skills in the midst of rapidly changing technology and knowledge

Capital



Management

- ▶ Ensures labor and capital are effectively used to increase productivity
 - ▶ Use of knowledge
 - ▶ Application of technologies
- ▶ **Knowledge societies**
 - ▶ Labor has migrated from manual work to technical and information-processing tasks
- ▶ More effective use of technology, knowledge, and capital

Productivity in the Service Sector

- ▶ Productivity improvement in services is difficult because:
 1. Typically labor intensive
 2. Frequently focused on unique individual attributes or desires
 3. Often an intellectual task performed by professionals
 4. Often difficult to mechanize and automate
 5. Often difficult to evaluate for quality

Productivity at Uber

Improvements:

- ▶ Mobility-as-a-service
- ▶ Low costs and ease of use
- ▶ Peer-to-peer transport services
- ▶ Generates employment
- ▶ Decrease in fuel emission

Results:

- ▶ Preparation time cut to 8 seconds
- ▶ Management span of control increased from 5 to 30
- ▶ In-store labor cut by 15 hours/day
- ▶ Floor space reduced by more than 50%
- ▶ Stores average 164 seconds/customer from drive-up to pull-out
- ▶ Water- and energy-savings grills conserve 300 million gallons of water and 200 million Kwh of electricity each year
- ▶ Green-inspired cooking method saves 5,800 restaurants \$17 million per year

Current Challenges in OM

- ▶ Globalization
- ▶ Supply-chain partnering
- ▶ Sustainability
- ▶ Rapid product development
- ▶ Mass customization
- ▶ Lean operations

Ethics, Social Responsibility, and Sustainability

Challenges facing operations managers:

- ▶ Develop and produce safe, high-quality green products
- ▶ Train, retrain, and motivate employees in a safe workplace
- ▶ Honor stakeholder commitments

Ethical

Stakeholders

Those with a vested interest in an organization, including customers, distributors, suppliers, owners, lenders, employees, and community members.

Challenges operational

- ▶ Develop and produce safe, high-quality green products
- ▶ Train, retrain, and motivate employees in a safe workplace
- ▶ Honor stakeholder commitments