

SEMESTER SPRING 2016

**PRODUCTION/OPERATIONS MANAGEMENT
(MGT613)**

ASSIGNMENT NO 01

DUE DATE: MAY11, 2016

MARKS: 10

TOPIC: Decision Making

Learning objective:

The objective of this assignment is to know what operational strategies has to be adopted by a manager while taking practical decisions.

Scenario:

Ahmed & Co. are the importers and distributors of consumer goods in Pakistan. They have now planned to expand their business and to start a chain of mega stores in various cities. The CEO of Ahmed & Co is complacent of the fact that direct entry into retailer market would lead to the prospect of amplifying their financial fortune. For this business venture, the management has divided the market into three major regions South, Central and North.

Questions:

Suppose you are the Operations Manager of central region which is slightly concentrated market and may face comparatively higher competition. Being the Operations Manager;

1. How will you evaluate this plan of new investment?
2. What kind of responsibilities you have to perform to transform the new venture into a prosperous business.

IMPORTANT:

24 hours extra / grace period after the due date is usually available to overcome uploading difficulties. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

IMPORTANT INSTRUCTIONS/ SOLUTION GUIDELINES/ SPECIAL INSTRUCTIONS

- Solution should be to the point.
- Avoid irrelevant details

OTHER IMPORTANT INSTRUCTIONS:

DEADLINE:

- Make sure to upload the solution file before the due date on VULMS.
- Any submission made via email after the due date will not be accepted.

FORMATTING GUIDELINES:

- Use the font style “Times New Roman” or “Arial” and font size “12”.
- It is advised to compose your document in MS-Word format.
- You may also compose your assignment in Open Office format.
- Use black and blue font colors only.

REFERENCING GUIDELINES:

- Use APA style for referencing and citation. For guidance search “APA reference style” in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsenl/apa/APA01.html>

RULES FOR MARKING

Please note that your assignment will not be graded or graded as Zero (0), if:

- It is submitted after the due date.
- The file you uploaded does not open or is corrupt.
- It is in any format other than MS-Word or Open Office; e.g. Excel, PowerPoint, PDF etc.
- It is cheated or copied from other students, internet, books, journals etc.

Note related to load shedding: Please be proactive

Dear students!

As you know that Pre Mid-Term semester activities have been started and load shedding problem is also prevailing in our country now a days. Keeping in view the fact, you all are advised to post your activities as early as possible without waiting for the due date. For your convenience; activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after due date of assignments, quizzes or GDBs.