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Operations and Productivity

By

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Part 1 Chapter 1



10

OM Strategy Decisions

Case Study: Hard Rock Cafe



**OPERATION MANAGEMENT AT HARD ROCK
CAFÉ**





Operations Managers

Operations Managers are the one who carry the task of providing the well-being of the world wide society by producing many products or delivering number of services.

These products can take any kind of forms.







The first Hard Rock Cafe

Hard Rock cafe in the old days was a cafe and a bar but nowadays it became a famous restaurant.



Hard Rock Cafe



Hard rock Cafe established in London in 1971, it's one of the oldest and successful cafe.

Eric Clapton a regular costumer marked his favorite bar stool by hanging his guitar in the London cafe.



Reputation



- Nowadays Hard Rock Café can be compared with whirlpool, DreamWorks, Disney world and universal studio.
- There are 129 restaurants in more than 40 countries and new restaurant opening each year and they served over 35 millions guest world wide every year.
- Hard rock Café in Orlando Florida served 3500 meal each day with more than 1500 people.

Operations managers duties in hard rock

Operation managers in hard rock Cafe are considered

Serve excellent food,

Provide attractiveness in the lay out.

Be sure that the facility contribute to the efficient movement of people

Insure that proper portion/quantity are served.

Create value in the form of good quality food and entertainment.



Operations managers duties in hard rock

Operation managers in Hard rock Cafe At Universal Studio in Orlando works

Designing, testing and costing meals/food

Evaluating the quality of the meals,

Select evaluate well trained cooks,

Recruit excellent staff

Target costumers satisfaction.





Conclusion

- Managers who successfully design and develop goods and services throughout the world understand operation the best.
- Not only operation managers can work in a restaurant they can also work in any place.
- Production is the creation of goods and services.
- Operations management is the set of activities that create value in the form of goods and services by transforming inputs into outputs.

Some other relevant examples

Organizational Charts

Manufacturing

Operations

Facilities Construction & maintenance
Production Scheduling
inventory control materials management
Quality assurance and control
Supply-chain management

Manufacturing

Tooling; fabrication; assembly

Design

Product development and design
Detailed product specifications

Industrial engineering

Efficient use of machines, space,
and personnel

Process analysis

Development and installation of
production tools and equipment

Finance/ accounting
Disbursements/credits
Receivables Payables

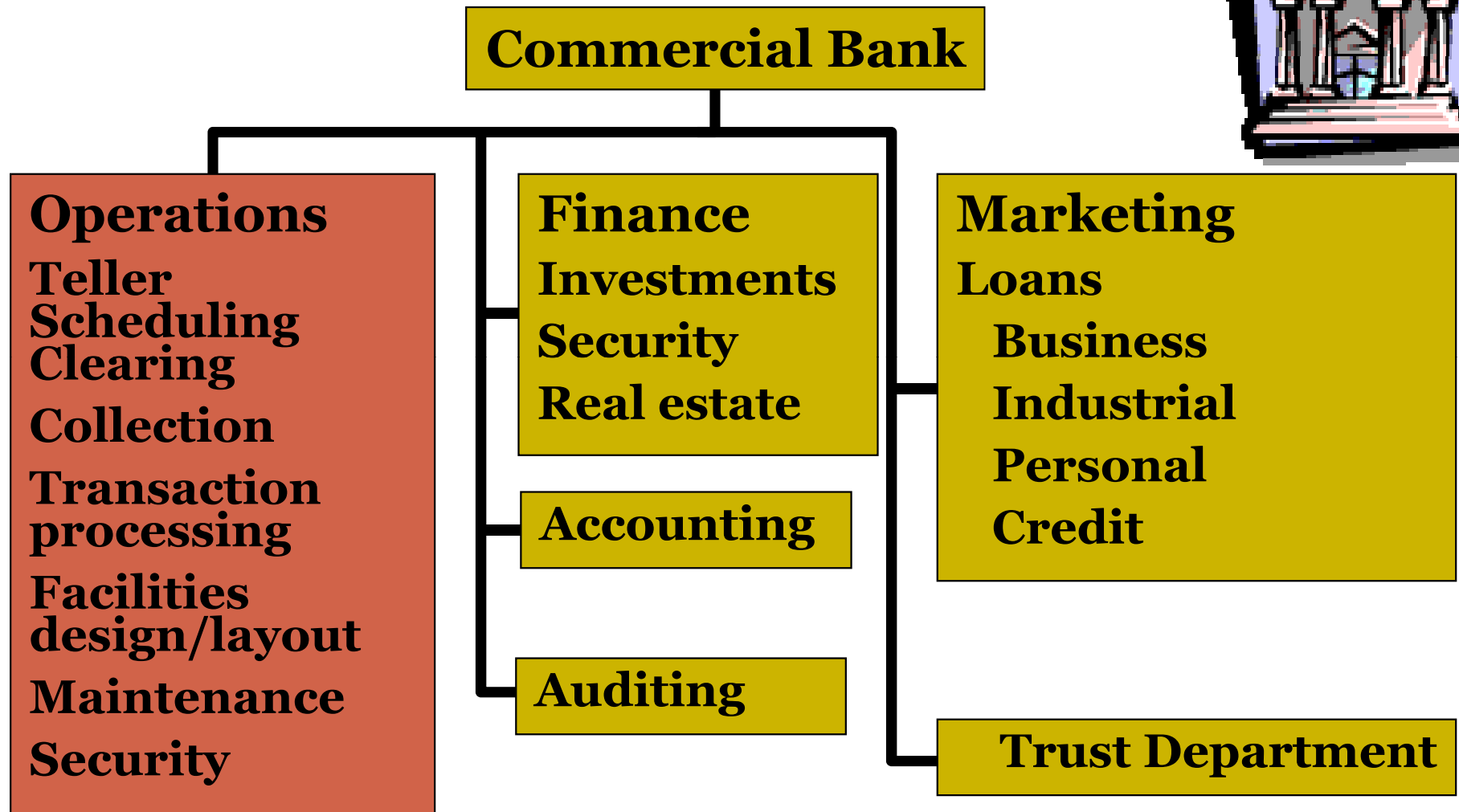
Funds Management
International exchange
Capital requirements

Marketing

Sales promotion
Advertising
Sales
Market research



Organizational Charts



Organizational Charts

