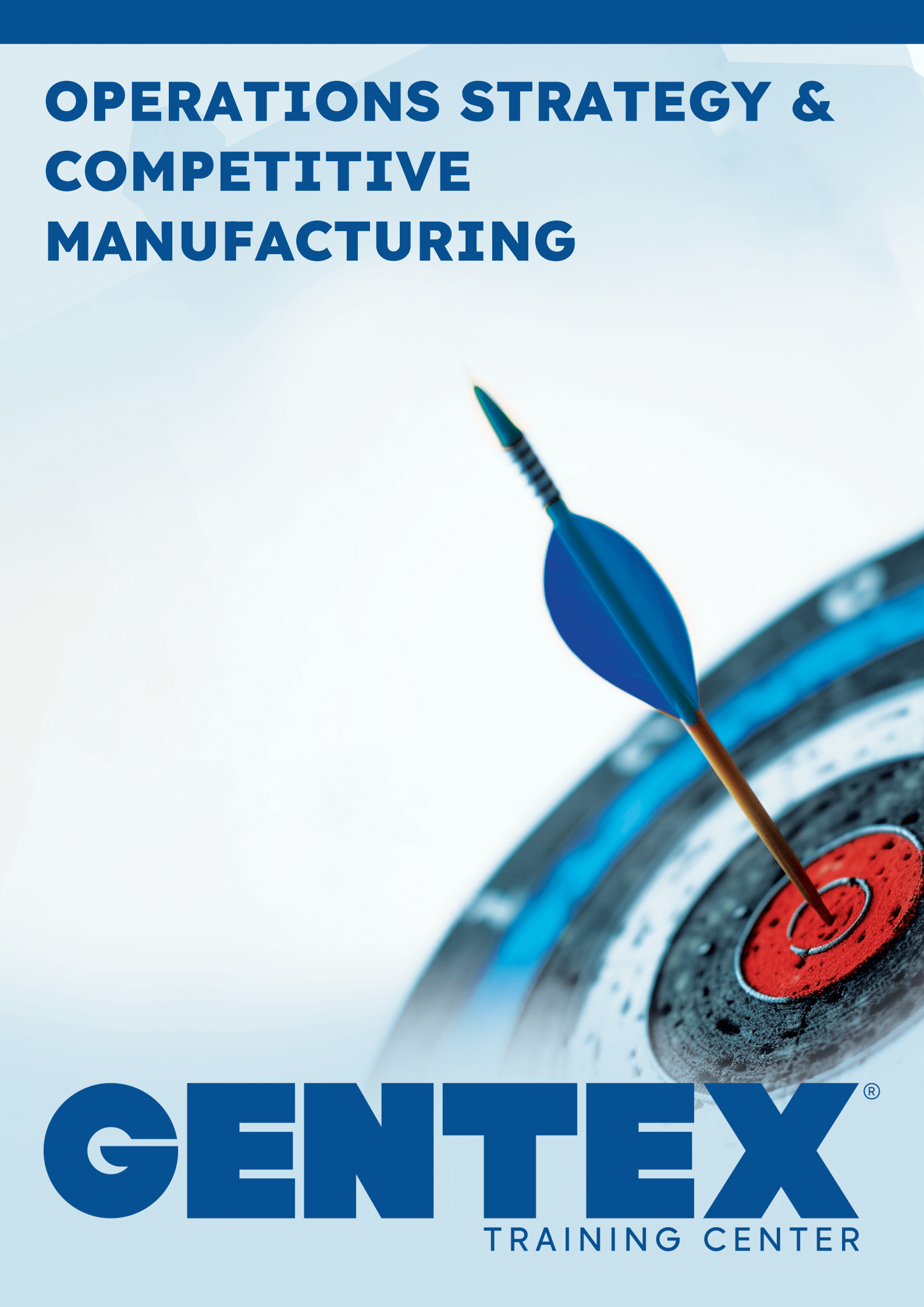
OPERATIONS STRATEGY & COMPETITIVE MANUFACTURING



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Introduction

Operations Strategy & Competitive Manufacturing examines how manufacturing organizations choose an operating model that wins orders and still makes money. This Training Course covers competitive priorities, process choice, capacity strategy, and operations improvement. Participants study the Hayes-Wheelwright product-process matrix, the Sandcone model, Lean and Just-in-Time, Total Quality Management, Six Sigma, and ISO 9001. Furthermore, the programme connects strategy to the shop floor through operations mapping labs, process design workshops, and improvement simulations. As a result, delegates leave able to align manufacturing decisions with the market the business actually competes in.

Operations Strategy & Competitive Manufacturing Course Objectives

- Define operations strategy and its link to business strategy.
- Identify competitive priorities: cost, quality, speed, and flexibility.
- Apply the product-process matrix to process selection.
- Design capacity, facility, and technology strategies.
- Apply Lean, Just-in-Time, and value stream thinking.
- Apply Total Quality Management and Six Sigma methods.
- Align supply chain and make-or-buy decisions with strategy.
- Measure operations performance with productivity and OEE metrics.
- Build improvement roadmaps and governance structures.
- Manage operations change and sustain gains.

Course Methodology

- Interactive workshops using real operations and manufacturing files.

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- Operations mapping and product-process positioning labs.
- Value stream mapping and process design exercises.
- Capacity and facility strategy workshops.
- Lean improvement and performance measurement simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Operations and manufacturing managers.
- Production and plant managers.
- Industrial and process engineers.
- Supply chain and planning managers.
- Continuous improvement and Lean specialists.
- Quality managers and engineers.
- Consultants advising on operations strategy.

Operations Strategy & Competitive Manufacturing Course Outlines

Day 1: Operations Strategy Foundations

- Defining operations strategy and its competitive role.
- Operations as a source of advantage, not just execution.
- Competitive priorities: cost, quality, speed, flexibility, dependability.
- Order qualifiers and order winners.
- Trade-offs and the Sandcone model of cumulative capability.
- Aligning operations with market requirements.

- Building the operations strategy framework.

Day 2: Process and Technology Strategy

- Process types: project, jobbing, batch, line, and continuous.
- The Hayes-Wheelwright product-process matrix.
- Process selection and layout decisions.
- Automation, technology, and Industry 4.0 considerations.
- Manufacturing footprint and facility location.
- Capacity strategy: lead, lag, and match.
- Documenting the process strategy.

Day 3: Lean, Quality, and Continuous Improvement

- Lean principles and the Toyota Production System.
- Value stream mapping and waste elimination.
- Just-in-Time, kanban, and pull systems.
- Total Quality Management and ISO 9001 alignment.
- Six Sigma, DMAIC, and statistical process control basics.
- Standard work and visual management.
- Building the improvement roadmap and governance.

Day 4: Supply Chain and Make-or-Buy Strategy

- Vertical integration and outsourcing decisions.
- Supplier strategy and partnership alignment.
- Total cost of ownership in sourcing decisions.
- Inventory strategy and postponement.

- Demand management and S&OP integration.
- Risk, resilience, and supply continuity.
- Aligning operations and procurement strategy.

Day 5: Performance, Change, and Sustained Advantage

- Operations performance metrics: productivity, OEE, yield, and lead time.
- Benchmarking and competitive assessment.
- Improvement portfolio and prioritisation.
- Change management for operations transformation.
- Sustaining gains and preventing regression.
- Continuous improvement culture and capability.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Operations Strategy & Competitive Manufacturing, participants will have acquired a practical command of competitive priority setting, process strategy, Lean and quality methods, and operations performance management. They will know how to match process and capacity choices to the market the business serves, apply Lean and Six Sigma where they actually help, and measure operations performance credibly. In addition, the course prepares delegates to align sourcing and operations strategy together. As a result, they return to work ready to build manufacturing operations that compete rather than merely function. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Operations Strategy & Competitive Manufacturing course

Q1 What is the "Operations Strategy & Competitive Manufacturing" course about?

It is a five-day programme that explains how manufacturing operations are configured to win business. It covers competitive priorities, process and technology strategy, Lean and quality methods, supply chain and make-or-buy decisions, operations performance measurement, and improvement governance.

Q2 What are the key benefits of the "Operations Strategy & Competitive Manufacturing" course?

Participants gain the ability to choose process and capacity strategies that fit the market, apply Lean and Six Sigma where they genuinely reduce waste, and measure operations performance with metrics leadership trusts. They also learn to align sourcing decisions with operations strategy and to sustain improvement gains.

Q3 What skills will I gain from the "Operations Strategy & Competitive Manufacturing" course?

Operations strategy formulation with competitive priority setting, process and technology strategy design with product-process positioning, Lean and quality implementation with value stream mapping and DMAIC, and operations performance management with productivity, OEE, and improvement governance.

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Q4 What tools, methods, or standards are covered in the "Operations Strategy & Competitive Manufacturing" course?

The course covers operations strategy definition and competitive role analysis, competitive priority identification across cost, quality, speed, flexibility and dependability, order qualifier and order winner analysis, trade-off analysis and the Sandcone model, market alignment assessment, process types from project to continuous, the Hayes-Wheelwright product-process matrix, process selection and layout design, automation, technology and Industry 4.0 considerations, manufacturing footprint and facility location analysis, lead, lag and match capacity strategies, Lean principles and the Toyota Production System, value stream mapping and waste elimination, Just-in-Time, kanban and pull system design, Total Quality Management and ISO 9001 alignment, Six Sigma, DMAIC and statistical process control basics, standard work and visual management, improvement roadmap and governance design, vertical integration and outsourcing decision analysis, supplier strategy and partnership alignment, total cost of ownership in sourcing decisions, inventory strategy and postponement, demand management and S&OP integration, supply risk, resilience and continuity planning, operations performance metrics including productivity, OEE, yield and lead time, benchmarking and competitive assessment, improvement portfolio and prioritisation, change management for operations transformation, and sustaining gain and continuous improvement culture methods.

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Q5 How is the "Operations Strategy & Competitive Manufacturing" course applied in real-world practice?

Delegates apply it through operations strategies, competitive priority assessments, product-process positioning maps, process and layout designs, capacity plans, value stream maps, Lean improvement plans, quality system designs, make-or-buy analyses, supplier strategy papers, inventory policies, OEE and productivity reports, benchmarking studies, improvement portfolios, and change management plans. They also use it to brief executive teams and to steer operations improvement programmes.