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provide opportunities for the organization to achieve unique competitive advantages that attract and keep customers.

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Assignment looks at operations management as a source for gaining a competitive advantage, operations management and TQM are defined and discussed as to their importancy in the organisation.

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Operations management as a source of competitive advantage

...

A competitive advantage is an attribute that enables a company to outperform its competitors. This allows a company to achieve superior margins Operating

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Operating margin is equal to operating income divided by revenue. It is a profitability ratio measuring revenue after covering operating and non-operating expenses of a business.

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How a Competitive Advantage ...

Creating a competitive advantage through operations requires an understanding of how the operations function contributes to productivity growth. However, our intent in this book is to do more than just

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show you. 'what companies are
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