

Topic Sentence, explanation and link for a globalisation paragraph responding to “how does an understanding of the influences on operations contribute to business success.”

Topic Sentence:

Weak: Globalisation refers to the removal of barriers of trade between nations.

Average: Globalisation is a major influence on operations management, and refers to the removal of trade barriers between nations that contributes to business success

Strong: An understanding of the influence globalisation is critical for a business if it is to capitalise on the cost saving opportunities it can provide which contribute significantly to achieving profitability objectives.

In Body Explanations: (one example, more necessary)

Weak: The global web refers to the network of suppliers that a business has, chosen on the basis of lower costs and risks, and maximum certainty in quality and timing of supplies. Therefore, a business may decide to locate themselves in a location that places them in appropriate proximity to the suppliers.

Average: Globalisation has allowed Apple to use a global web to source its components from multiple suppliers around the world reducing cost of production and achieving cost leadership

Strong: Large business' are able to integrate a global web of suppliers to minimise the costs associated with global sourcing which can minimise expenses and thus contribute to a business' success through increased profitability.

Links to the Question/Last Sentence:

Weak: thus showing Apples understanding of globalisation has contributed to business success.

Average: By understanding the impact of globalization of operations management, Xerox was able to respond in a positive manner and this contributed to their success in terms of maximising efficiency and savings.

Strong: Therefore this shows why an understanding of the influence of globalization is so vital to operations management, as the cost saving measures contribute to maximising profits and thus contribute significantly to business success.

Weak = D (*maxing out at a low C depending on detail*)

Average = C (*maxing out at low B depending on reasoning*)

Strong = B that sets the foundation for an A if sustained and sophisticated.

Sample Essay Para

How does an understanding of the influences on operations contribute to business success?

An effective understanding of the impact that quality expectations has on operations is essential in contributing towards a business' success. Consumers expect a certain standard of quality that has been perceived, the operations sector of a business must assure their customers the quality standards being met through product innovation, differentiation and ISO international standards. If the perceived quality is not met this will undoubtedly lead to declined sales and loss of sales and market share if it is not addressed. This is evident through the application of Apple's prestigious brand perception and promotion of their high end smartphone's. Apple consumers expect a high level of product quality from smartphones and the introduction of a new cost effective iPhone 5c in 2013 instigated a drastic decline in sales as a result of management not understanding the significance of the quality of the materials, even at a lower price. The substantially higher sales of the iPhone 5s, which addressed the issue of using a plastic case, heavily implies the importance of how quality expectations, if not understood, can hinder a business' success. Apple's proactive response limited the decline in sales ensuring the company continued to succeed. It is therefore critical that businesses understand the detrimental impact that misunderstanding quality expectations can have on a business, and showing how they must be understood and operations adjusted to meet these expectations if a business wishes to succeed.