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by B J

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Frito Lay and Darden Case Study

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Frito Lay and Darden Case Study

Frito Lay

Question 1

From my understanding of production procedures and the Frito Lay example, each of the ten decisions of operations management as they apply to the company is as follows:

1. Company's product design: Frito owns seven products. The company is constantly striving for innovation, and the design department tries out new products, sends them for evaluation, and decides whether or not to launch them.
2. Quality control: The business has a stringent quality control system that includes a visual examination, oil regulation, weight management, among others.
3. Procedure and capacity layout: The process must be appropriately designed for its high volumes and limited variety, requiring a significant investment in technology.
4. Location: Since chips rely on the high freshness of ingredients, Frito Lay must locate their facility near a source of raw materials.
5. Plant outline: Frito Lay must focus on the efficacy of their production line owing to hygienic concerns.
6. Human resources: Adequate training is offered to employees who must maneuver many assembly systems (Choi, 2016). They also enjoy a great promotion framework.
7. Supply network: The supply chain is a critical factor in the success of a food-related business. Frito Lay should carefully select good dealers who can bring high-quality supplies to escalate production adeptness.
8. Record, material supplies, and scheduling: Frito-Lay's inventory attrition frequency is two-hundred times annually. This expands the movement of food products.

9. Midway and short-term preparation: The Company observes a mix of fresh products on automated systems that necessitates effective maintenance.
10. Upkeep: Frito Lay need to line up repairs since lag is costly and causes interruptions.

Question 2

According to Goshu et al. (2017), the productivity of the production process at an entity like Frito lay can be determined via the yield over input. For instance, production could be pounds, and input might be job hours. Nevertheless, to achieve productivity, we must take into account funds, workforce, material, and power.

Question 3

The production process at Frito-Lay compared to other service operators like Hard Rock Café differs since all the ten decisions apply to different products. Frito-Lay's products are fresh, while Hard Rocks are intangible services. Frito-Lay develops new product lines, but Hard Rock is a themed eatery. Whereas they both focus on quality, Frito-Lay uses team meetings and statistical approaches. Hard Rock focuses on surveys. For Frito-Lay, the production process starts at the farm where the raw ingredients are obtained, but for an eatery like Hard Rock, it starts when they serve a client.

Outsourcing at Darden**Question 1**

Financial reporting, seafood capturing and cleanup, digital marketing, transportation/logistics, judicial process, cleanup, and high volume meal preparation into even sections are just a few of the areas where an eatery, like Darden, can find the option to decentralize some labor.

Question 2

For firms sourcing from 35 different countries, some supply chain issues are unique. For instance, Darden may find that they have too little nourishment to supply their facilities if effective communication is not maintained between the company and their vendors. Darden may experience quality problems throughout the entity if they fail to scrutinize the locations of their facilities and meals adequately. Also, they are operating in diverse time zones that can increase the probability of supply delivery time errors. Darden may indeed encounter problems with cultural differences and performance outcomes in each country.

Question 3

To create a lean and efficient distribution network, Ford Motor Company implemented six sigma methodologies in 2011 (Ayuthaya, 2016). Darden's achievement, in my opinion, stems from a segmentation strategy based on fresh produce service standards. Darden accomplishes this through a variety of supply-chain strategies for fresh produce, limited shelf-life, temporary food products worldwide, which are critical for its success. Darden has created four unique distribution networks: one for fresh fish, one for milk cold storage products, one for other packaged foods such as bakery goods, and one for eatery items.

Question 4

For an entity like Darden, it has no option but to outsource the harvesting and processing of its seafood. To fish, one must first obtain a permit. To obtain such authorization in most states, you must be a full citizen. Darden does not have citizen status in all nations where they buy their seafood, so they must hire original inhabitants of these regions to capture their fresh seafood. Only boats identified by the neighboring country of that sea have fishing rights inside 200 miles of that territory. Darden thinks it is better and more cost-effective to outsource their fish/seafood fishing. Darden has also established warehouses near all of their fish terminal vendors in order to

reduce shipping costs. All of the fish captured and sold to Darden is stored, separated, packaged, and inspected in these storage facilities.

References

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