

Operations and Marketing Report

Fun Motors Ltd, a motor scooter manufacturer, has been producing scooters for the Australian market for the past 15 years. Five years ago the company expanded into Vietnam, China and Thailand. The company had experienced annual growth of 15% given the popularity of the scooter. This has since fallen away to a figure of only 5%.

To compound the drop in growth, market share has also been lost. The majority of new sales have gone to a car manufacturer from China who has produced a basic model scooter selling at 25 % lower than Fun Motors

You have been employed to prepare a report for the management of Fun Motors Ltd. In your report, recommend operations and global marketing strategies that could be implemented to improve the performance of the business.

Criteria	Marks
<ul style="list-style-type: none"> Clearly provides reasons in favour of appropriate operations and global marketing strategies that could be implemented to improve the performance of the business Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts 	17-20
<ul style="list-style-type: none"> Provides some reasons in favour of appropriate operations and global marketing strategies that could be implemented to improve the performance of the business Makes some use of the information provided, demonstrating some knowledge and understanding relevant to the question Presents a logical and cohesive business report using relevant business terminology and concepts 	13-16
<ul style="list-style-type: none"> Provides characteristics and features of operations and global marketing strategies that could be implemented to improve the performance of the business Includes features of a business report and uses some business terminology and concepts 	9-12
<ul style="list-style-type: none"> Sketches in general terms operations and global marketing strategies May include some features of a business report and uses basic business terminology 	5-8
<ul style="list-style-type: none"> Refers to operations and/or marketing strategies Uses basic business terminology 	1-4

Answers could include:

operations strategies

- performance objectives – quality, speed, dependability, flexibility, customisation, cost
- new product or service design and development
- supply chain management – logistics, e-commerce, global sourcing
- outsourcing – advantages and disadvantages
- technology – leading edge, established
- inventory management – advantages and disadvantages of holding stock, LIFO (last-in-first-out), FIFO (first-in-first-out), JIT (just-in-time)
- quality management
 - control
 - assurance
 - improvement
- overcoming resistance to change – financial costs, purchasing new equipment, redundancy payments, retraining, reorganising plant layout, inertia
- global factors – global sourcing, economies of scale, scanning and learning, research and development

Global marketing strategies:

- global branding
- standardisation
- customisation
- global pricing
- competitive positioning