

## **Regal Marine - The Operation Management decisions**

### **Design of Goods and service**

What good or service should we offer?

*With value, quality and satisfaction to our customer.*

How should we design these products and services?

*To have high value, be distinctive with features and benefits for the customer and to be different from other products.*

### **Managing Quality**

How do we define quality?

*Continuous innovation, high-quality molds, and close tolerances that are controlled through both defect charts and rigorous visual inspection.*

Who is responsible for quality?

*Because a product is only as good as the parts put into it, Regal has established close ties with a large number of its suppliers to ensure both flexibility and perfect parts.*

### **Process and Capacity design**

What process and what capacity will these products require?

*Manufacturing processes - different models are manufactured on different assembly lines in separate buildings.*

What equipment and technology is necessary for these processes?

*To get patents of our products, manufacturers, separate buildings, assembly lines.*

### **Location strategy**

Where should we put the facility?

*To offer features and benefits - things on the boat needs to add value for the customer.*

On what criteria should we base the location decision?

*We have to find good distribution canals which would represent our product in the best way.*

### **Layout strategy**

How should we arrange the facility?

*Our product with facilities has to be better and better each year, we have to improve processes and use alternative products. People are very important - its key to accomplish our goals.*

How large must the facility be to meet our plan?