

## CHAPTER OVERVIEW

### 2: Operations Strategy



Figure 2.1: Operations Management. (Credit: Chikwenguro / Wikimedia Commons / commons.wikimedia.org/wiki/File:Operations\_Management.gif)

#### Learning Objectives

- Explain each of the key purchasing criteria.
- Differentiate between order qualifiers and order winners.
- Understand the four competitive priorities and common strategies firms use to achieve these priorities.
- Describe the term ‘core competency.’
- Describe the three levels of strategy.
- Know the six categories of operations strategy categories.
- Calculate productivity measures including partial, multi-factor and total productivity.

[2.1: Competitiveness](#)

[2.2: Strategy](#)

[2.3: Productivity](#)

[2.4: End of Chapter Problems](#)

---

2: Operations Strategy is shared under a [CC BY-NC 4.0](#) license and was authored, remixed, and/or curated by LibreTexts.