



Operations Strategy Paper

This assignment is based on your reading the required supplemental reading: "How Market Leaders Keep Their EDGE," by Treacy and Wiersema. Link posted in Module 1 in D2L.

Once you've read the article, select a business or organization with which you are familiar, or can find some information about, stating which one of the three value disciplines you believe they operate under as their primary strategy (choose customer intimacy, product leadership, operational excellence). This model suggests that it is only possible to pursue one strategy as the primary strategy, and while you may be tempted to say why they operate under more than one, pick the one that you think is primary and save yourself the extra work.

The first paragraph should introduce the business you have selected with a statement as to which strategy you think they operate under. Your next paragraphs should substantiate your strategy selection.

This paper should be **two pages double-spaced**, but you should fill up all of the two pages and place any additional resources used on the third page. Please follow the assignment formatting instructions listed in the Policies and Guidelines document in the Content area of this course. Submit your paper through the dropbox. Be sure you add your name to your paper.

Try finding the company's Web site to shore up your opinion with one or two statements from the Web site, as long as they are relevant to this assignment. Do not be tempted to copy and paste a lot of material from the company's Web page, especially if it does not contribute to substantiating the strategy choice you made in the first paragraph.

If you choose to use any sources other than yourself, be sure you cite those sources at the end of the paper. If sources are used, but uncited for this or any paper, your homework will be returned, ungraded.

One IMPORTANT hint: just because a company has really good customer service, don't be quickly wooed into thinking that it operates by the customer intimacy strategy. ALL strategies can have great customer service. So dig a little deeper...look for other evidence that substantiates your choice.