

1 Corporate objectives <sup>2</sup>	2 Marketing strategy	3 How do products qualify and win orders in the marketplace? <sup>3</sup>	Operations strategy	
			4 Process choice	5 Infrastructure
Growth Survival Profit Return on investment Other financial measures	Product markets and segments Range Mix Volumes Standardization versus customization Level of innovation Leader versus follower alternatives	Price Quality conformance Delivery – speed – reliability Demand increases Colour range Product range Design Brand name Technical support After-sales support	Choice of alternative processes Trade-offs embodied in the process choice Role of inventory in the process configuration Make or buy Capacity – size – timing – location	Function support Operations planning and control systems Quality assurance and control Operations systems engineering Clerical procedures Compensation agreements Work structuring Organization

**Exhibit 2.10**

**Framework for linking corporate objectives and operations and marketing strategy development<sup>1</sup>**

NOTES

- 1 Although the steps to be followed are given as finite points in a stated procedure, in reality the process will involve statement and restatement as several of these aspects will impinge on each other.
- 2 Here, corporate objectives are set at the level of the business unit.
- 3 The basis for establishing the qualifiers and order-winners in a market will either be the product(s) they sell to all customers or the specific needs of customers (see later detail in the text).