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CASE  
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## Mandexor Memory

Case Study  
2000

Nigel Slack

In November 1999, Mat Frankel was promoted to the post of Operations Manager of the company's European Disk Drive Division, located just outside Dublin. An American, he had been given the job for two reasons. First, the parent company in the USA was concerned at the poor record of the Dublin plant in terms of meeting production targets which, it was felt, he could improve. Second, the whole of the European operation was about to reorganise. The reorganisation would take away each division's sales and marketing function and centralise them into a Marketing Division. It was hoped that this new division would rationalise distribution, reduce overall stock investment and improve the quality of sales forecasts. Each manufacturing division would then sell to the sales division at cost, plus a small percentage. The Marketing Division would take responsibility for all finished goods stocks. This form of organisation had been used by the US company for some years and it particularly wanted an American Operations Manager during the changeover period.

Previously, Mat had been the Production Controller of an equivalent plant in the USA. His experiences there had developed his ideas on how operations should be run. At his first management meeting in December 1999 he addressed his new team.

'The main problem with running a plant like this, especially in the computer business, is that there is such a lot that we don't know. Of course, we never know what sales are going to be. Sure, we have forecasts, but I suspect that our forecasters do little more than guess. And who can blame them? With so much technical innovation, who knows what lies around the corner? But it is not only external unknowns that are the problem. We are not even sure of the true cost of our actions. For example, what is the real cost of holding inventory? A million dollars worth of inventory can halve in value overnight if the technology changes. At other times, its value can actually increase if there is a shortage in the market. Nor do we have any real idea of the true cost of lost sales if we run out of inventory, or the cost to our reputation if we fail to meet delivery dates.

'I know what you might say. "How can we find out true costs when we are continually changing schedules because the forecasts are changing?" Well, while I have some sympathy with that, we cannot always blame other people. I know better forecasts would help us significantly, but we must also put more effort into both planning to cope with inaccurate forecasts and being able to respond flexibly when we need to. Also, what is the use of complaining when it is the very nature of management to cope with some fundamental tensions? Different parts of the business have always wanted different things. The finance people are concerned with minimising inventory levels so that they can cut our levels of working capital. Marketing are only concerned with having

# Mandexor Memory Case Study Answers

**S Ashworth**



**Mandexor Memory Case Study Answers:**

## Reviewing **Mandexor Memory Case Study Answers**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Mandexor Memory Case Study Answers**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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