Boeing's Decision to upgrade a legacy model

**Paper details:**

The topic that I chose and would like to expound on is how the Boeing Company decided to upgrade a legacy model that has been in service for over 40 year. This decision would lead to a plethora of issues. The new design was stamped as the 737 Max 8. The design of the aircraft was cutting edge when the aircraft first rolled off the assembly line, however, with advancements in technology, the aircraft became less cost effective to operate. Boeing decided to upgrade the engines on the aircraft, instead of replacing the entire airframe. There are many issues that caused the catastrophic failure however, a major issue that arose was the lack of pilot training for the new model. This has caused numerous issues with the Boeing 737 Max’s reliability, based off investigation of two aircraft that have been directly linked to the modifications that Boeing has made. This in an issue that ties into several of the OM decisions that have affected the company. Must incorporate the following operations management decisions. Design of Goods and Services. ... Quality Management. ... Process and Capacity Design. ... Location Strategy. ... Layout Design and Strategy. ... Human Resources and Job Design. ... Supply Chain Management. ... Inventory Management.

Boeing’s 737 Max jet found a sweet spot for the company’s growing base of customers around the world: It’s a best-selling workhorse with low costs, minimal upkeep and an ability to cram in more passengers. The airplane would prove perfect for midrange flights that could maximize profits for carriers