Description Hi Please find the attached file it is very important you will find full details of the work (the most important files are the cell file and the Air Liquide Group Presentation1 also you will find the guidline file which explain all the information) Report based on a Company’s Case study Company Case study introduction: Task Details/Description: Currently the operations management process at Air Liquide is quite complex. Based on that, as an operations management consultant for Air Liquide for this report you need to: (a) critically explain the strategic importance of the operations management for the company and its theoretical basis in managing resources; (b) provide recommendations for simplifying the operations management processes by developing a conceptual model of the key decision-making areas; (c) provide recommendations for improving its customer centric operations strategy based on the concept of servitization. You will be given access to real data from the company that will help you to complete the tasks of this coursework and you are alsoexpected to conduct your own research by analysing both academic and grey literature. It is advised that you will use the data provided by the company to understand the operations management processes and develop appropriate recommendations. For example, you could use the data to describe the grouping of them to propose a solution / recommendation for simplifying the operations management processes of this particular company. Indicative structure: There is no specific structure for this report, however you may want to follow the structure below: 1. Introduction (explain the purpose of this coursework and provide a brief background of the company) 2. Main body (critical discussion of the (a), (b), and (c); you may want to have different subsections) 3. Conclusion (summarize what was discussed) COURSEWORK PART B, ELEMENT (B): provide recommendations for simplifying the operations management processes by developing a conceptual model of the key decision-making areas Guidelines The answer to that should be based on the information provided from Airliquide (see guest talk 1 and guest talk 2 slides) and the theories of this module. PLEASE NOT THAT FOR THIS SECTION YOU ONLY. Check every lecture slides to get ideas about how to relate your chosen issue with the theory of this module. Also, under the issue the company provided a number of questions to give you ideas about how to answer each issue. However, you need to focus on providing solutions for the overall issue and not the bullet points. It is up to you if you want to consider all the bullet points, a few or none. 1. Issue 1: The method for determining the levels of stock at various points of the supply chain process to ensure effective distribution of assets to meet customer demand is not systematic. Optional questions to address: • What is the best planning/replenishment method at different points of the supply chain? • Kanban, MRP, Reorder Point • How to calculate the levels of stock levels at different points of the supply chain? (suggested data to be used: Sales per month, production capacity see video) • What transactional controls are required to maintain accurate stock levels? (suggested data to be used: Stock Holdings based on Sales figures, Trunking pattern) • What monitoring and control (KPI’s) are required to evaluate stock holding performance and optimise the supply chain while maintaining customer service? (suggested data to be used: See slide 43) • How to ensure empty cylinders are returned from our Agents to support the supply chain? • Rental versus Gas supply