Resource Management

Student’s Name

Institution

Date

**Compare and contrast the operational and managerial impacts of the aggregate planning decisions in terms of customer satisfaction**

In this task, the focus will be on Domino Coffee and Domino’s pizza. Domino Coffee has been credited for the customization of its services. It has individual customization process, which allows customer’s feedback and creativity to be generated and utilized to improve the relationship between customers and the company. And in the process thrive to meet the expectations of its customers. The customers’ behavior related factors such as learning, attitude, motivation; perception and personality have been associated directly with the Domino Coffee’s products. It is to ensure that a proper perceptual map can be efficiently done to support the marketing strategy of the company (Rytter, Boer, & Koch, 2017). These are regarded as two importance strategies available to the cumulative planner. And these strategies are a chase and level strategies because of the impact they create among stakeholders and in the market.

The companies can decide to use one of the pure strategies in isolation or they may decide for a strategy, which combines both strategies. Pricing strategy could assist the Domino pizza to understand the market trends to define its position in the market. It will definitely help in creating price monopoly and therefore, it can be enjoyed by the company for a longer time (Rytter, Boer, & Koch, 2017). It could also help establish the company’s brand in the market and therefore, remains a dominant brand. The pricing strategy is visible in factors such as discounts, free gifts and offers. It is therefore, the customers would benefit from efficient service delivery and therefore, many of Domino’s customers would be highly satisfied with the services. In brief, it is therefore, operation strategies, which is available and applied for the firms is different and the impact also significant.

# References

Rytter, N. G., Boer, H., & Koch, C. (2017). Compare and contrast the operational and managerial impacts of the aggregate planningdecisions in terms of customer satisfaction.I am going to talk about domino coffee and domino’s pizza for this discussion. Domino coffeehave individual customization proc. *https://www.researchgate.net/publication/243461482\_Conceptualizing\_operations\_strategy\_processes* , 2-18.