



Chain operations management (higher vocational Twelfth Five Year Plan textbook)(Chinese Edition)

By ZHOU YONG CHI LI HUA

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2012-05 Pages: 356 Publisher: Lixin Accounting Press [Book Description] Zhou Yong. pool Lihua. editor of the chain operations management. according to the chain store operation and management mode. the basic principles of operational management based management. operating from headquarters starting focus on the chain planning. chain. supply chain management and procurement control and operational supervision of work processes. controls and methods; management from store operations manager job management. service management. inventory management. marketing loss prevention management. security management. and performance management around employee satisfaction. customer satisfaction. results of operations and other core issues. comprehensive. systematic. pragmatic introduces the essentials of chain operations management. from the perspective of practical application answered the following questions: how to create a standardized operation and management system? How to ensure the standardization of business operations? How continuous improvement? How to effectively implement operational steering? How to carry out performance evaluation and performance management? How to improve the results of operations of the store? How to control the quality of the goods and the quality of service? How to improve customer satisfaction? How...



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