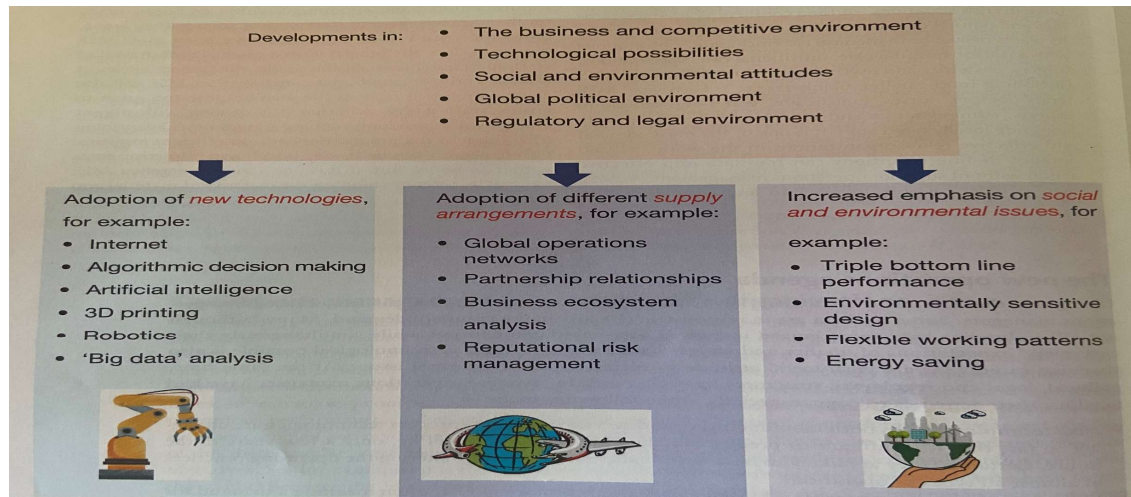


# Changes in the business environment are shaping a new operations agenda



The figure in the slide identifies just some of the operations responses in these three areas. If you don't recognize some of the terms in the figure, don't worry, we will explain them throughout the course.

These responses form a major part of new agenda for operations. Of course, the issues in the figure are not comprehensive, not are universal. But very few operations functions will be unaffected by at least some of them.

## OPERATIONS IN PRATICE

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- How Adidas coped with shrinking fashion cycles

### OPERATIONS IN PRATICE- How Adidas coped with shrinking fashion cycles

Come Adidas ha affrontato il restringimento dei cicli della moda

## DISCUSSION-Adidas

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- The example of Adidas demonstrates how one company is being innovative in tackling the challenges inherent in the «new operations agenda»
- it is an example of how changes in market requirements prompted a response that involves new technologies (including automation and 3D printing), a rethinking of how supply was to be organised, and consideration of environmental sustainability issues (reduced transportation and less waste from 3D printing)