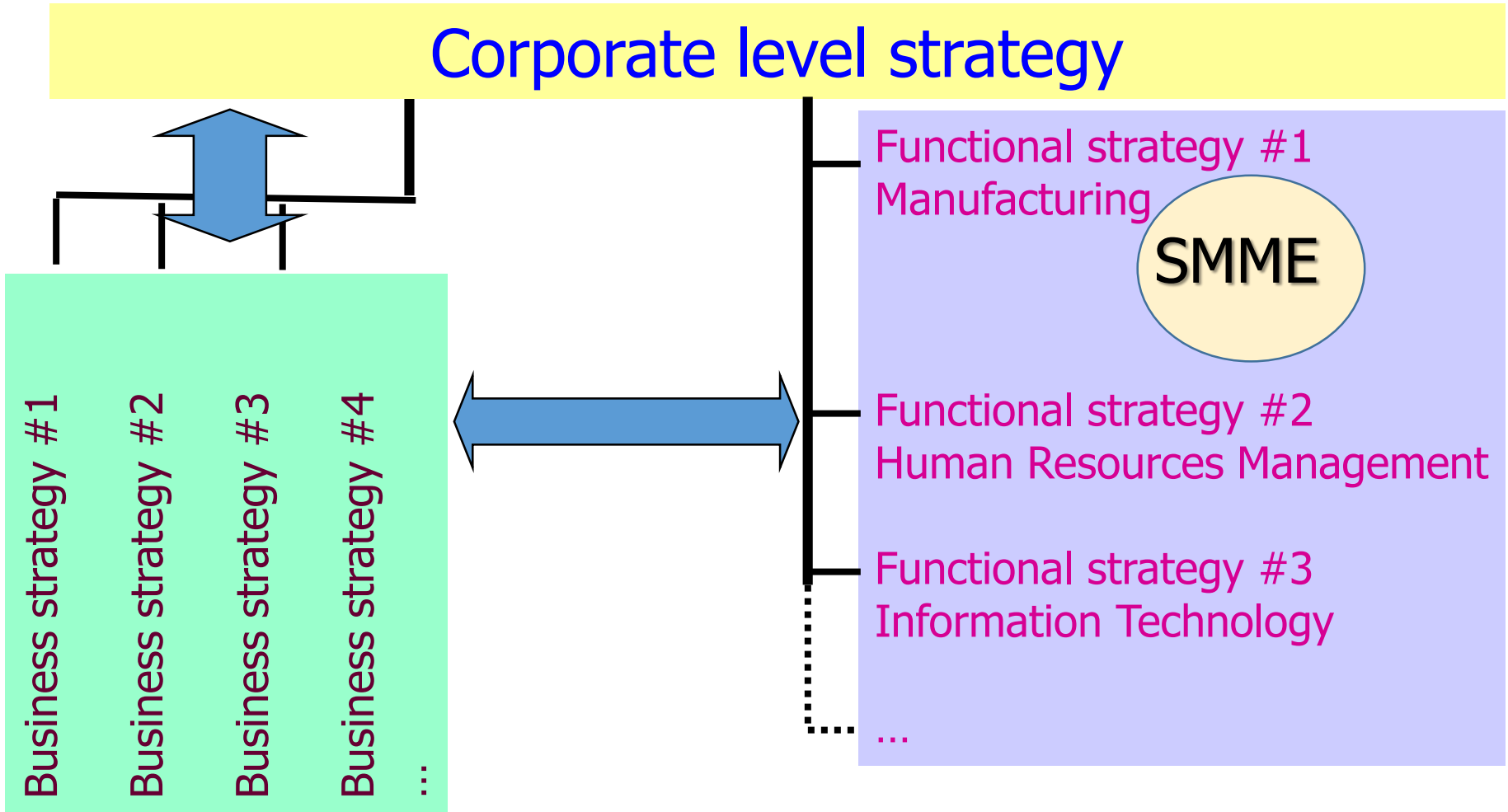
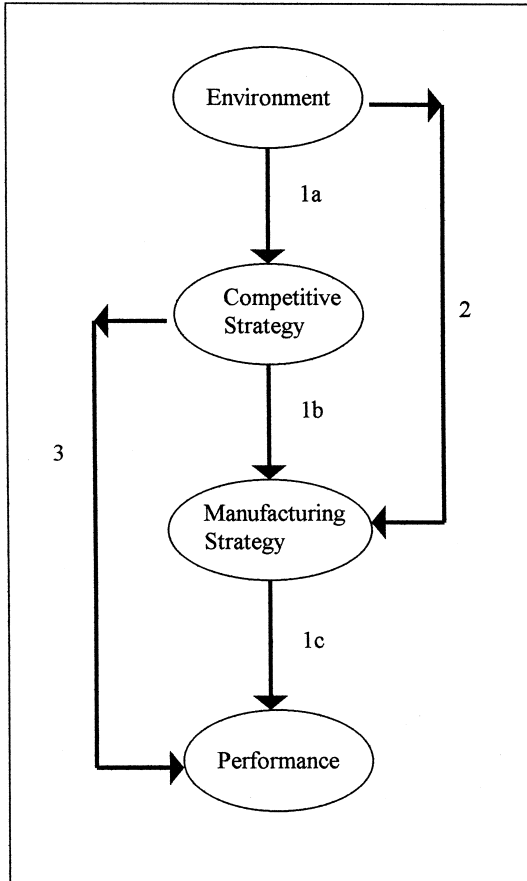


Big Picture for Strategy in general

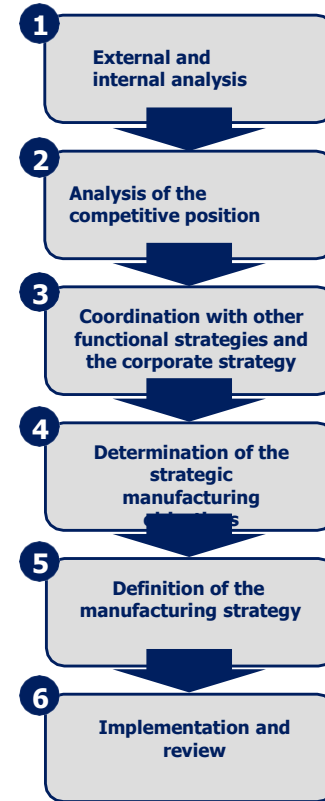


Big Picture for Manufacturing strategy

How do general analysis, competitive (business) strategy and manufacturing strategy play out?

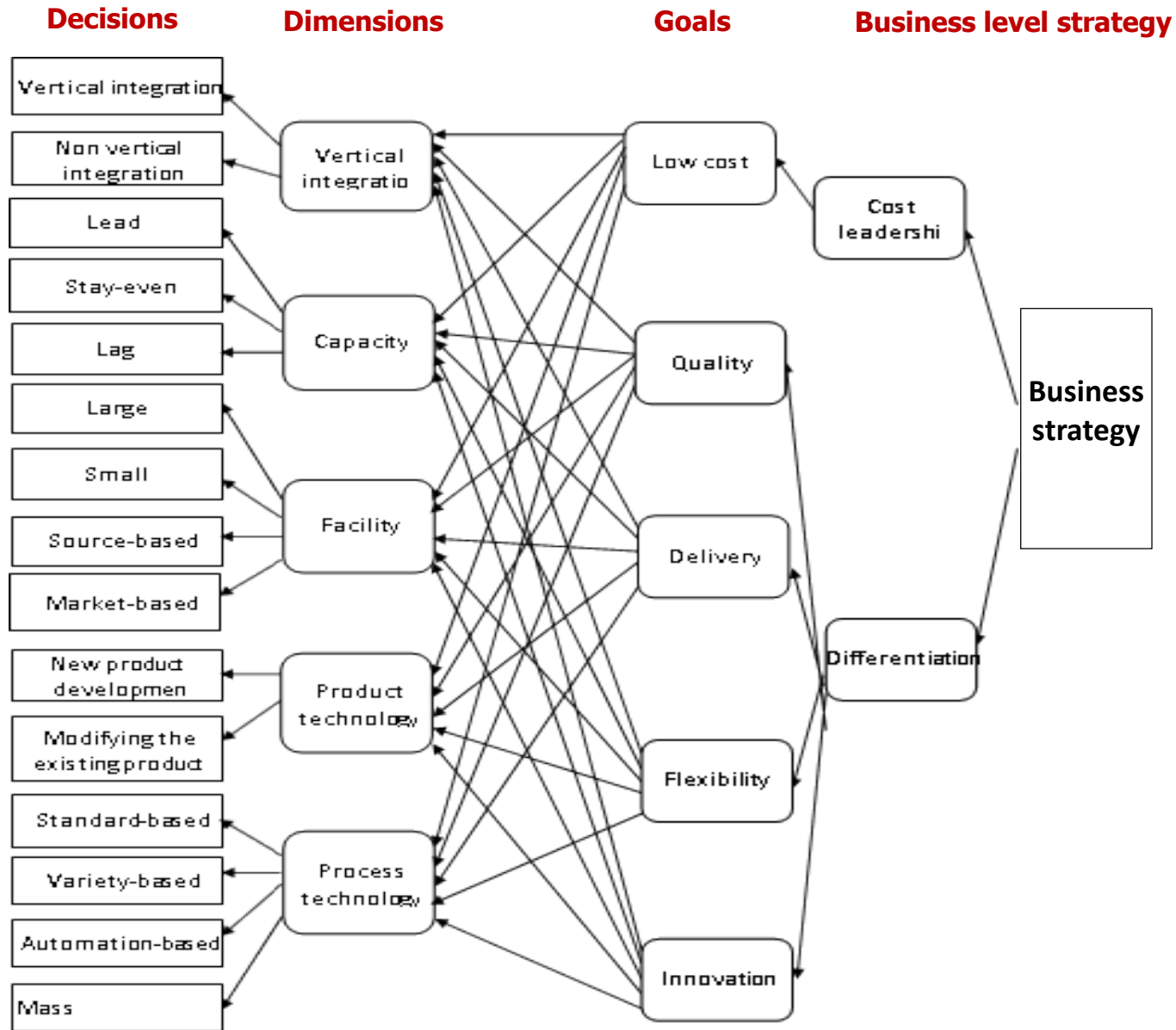


Source: Ward, P.T. & Duray, R. (2000). Manufacturing strategy in context: environment, competitive strategy and manufacturing strategy. *Journal of Operations Management*, 18(2), p.124.



Source: Dombrowski, U. et al. (2016). Manufacturing strategy for competitiveness. *Procedia, CIRP*, 41, 12.

Decisions, Dimensions, and Goals for Manufacturing strategy



Source: Schavarini, S.K. et al. (2013). Operations strategy and business alignment model. *International Journal of Operations and Production Management*, 33(9), p.1119.