

THE FIVE PERFORMANCE OBJECTIVES FOR DIFFERENT OPERATIONS

OBJECTIVE	HOSPITAL	AUTOMOBILE PLANT	BUS COMPANY	SUPERMARKET
QUALITY	Patients receive the <i>most appropriate</i> treatment.	The product is <i>reliable</i> .	The buses are <i>clean & tidy</i> .	Goods are in a <i>good condition</i> .
SPEED	The <i>time</i> between requiring treatment & receiving treatment, <i>kept to a minimum</i> .	The <i>time</i> to deliver spares to service centre, <i>kept to minimum</i> .	The <i>time</i> between a customer setting out on the journey and reaching their destination, <i>kept to a minimum</i> .	The <i>immediate</i> availability of goods.
DEPENDABILITY	Keeping to appointment <i>times</i> .	<i>On time</i> delivery of spares to service centre.	<i>Constant availability</i> of seats for passengers.	<i>Constant availability</i> of parking.
FLEXIBILITY	<u>Product/Service Flexibility:</u> The introduction of <i>New Types</i> of treatment.	<u>Mix Flexibility:</u> <i>A Wide Range</i> of options available.	<u>Delivery Flexibility:</u> The <i>Ability to reschedule</i> trips.	<u>Volume Flexibility:</u> The <i>Ability to Adjust</i> the <i>Number</i> of customer served.
COST	Staff Cost	Bought-in materials/services	Staff Costs	Bought-in material/services