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National Cranberry Cooperative



Introduction

Compared to theoretical settings, the National Cranberry Cooperative case describes the operational issues facing a practical agricultural business. The case describes various problems associated with the cranberry processing and concerns some strategic managerial decisions for increasing company's efficiency and gaining profit.



Problem Identification

The primary issue at the National Cranberry Cooperative is suboptimality at the receiving plant level. Any delay in time it takes to off-load a truck due to some bottlenecks in the process drive up the costs and unhappy growers. The lack of effective utilisation of resources complicates the issue.



Unloading Bottlenecks

Trucks cross several days at the processing facility because the processing facility has rather a small capacities.



Conclusion

I have discussed some of the operational deficiencies that even if eliminated can reduce cost and improve grower satisfaction as well as ensure sustainable growth of the National Cranberry Cooperative. This case reveals how important and valuable proper planning and improvement of business processes are in the sphere of agriculture.



Resource

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