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MAPLE LEAF FOODS: CHANGING THE SYSTEM CASE





Introduction

Of all the supply chain decisions that happened to have unfolded in 2013, one that stands out for having highlighted the strategic importance of a company's agenda for managing its supply chain and operations is the case that Maple Leaf Foods, Canada's largest meat processor, went through.



Background

Maple Leaf Foods's production facilities were old which were making them ineffective and also compromising the quality. Moreover, much like how the world is gravitating toward buying products that are made from sustainable sources hence the company needs to adapt to this shift.

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Ottoman period. The scene shows a wide harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden ships with multiple masts and sails are docked or moving through the water. The middle ground features a large, walled city built on a hillside, with numerous domed buildings and minarets. The background shows rolling hills and mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 19th-century historical painting.

Future Advantages

These changes were managed in stages, most importantly taking time to invest in change where it mattered, and establishing a mechanism to capture the state of change. The case solution emphasizes the long-term benefits of this approach: While HPL had worked hard at building a better customer image, increasing its efficiency, and enhancing its competitive advantage.

Conclusion

The change at Maple Leaf Foods can be well exemplified to highlight that the radical changes occur due to altering the organizational strategies to meet the industry needs. Not only Maple Leaf managed to respond to the present problems and changes in the food industry, but also became a company of the future by updating its facilities and pursuing sustainable production.





Resource

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