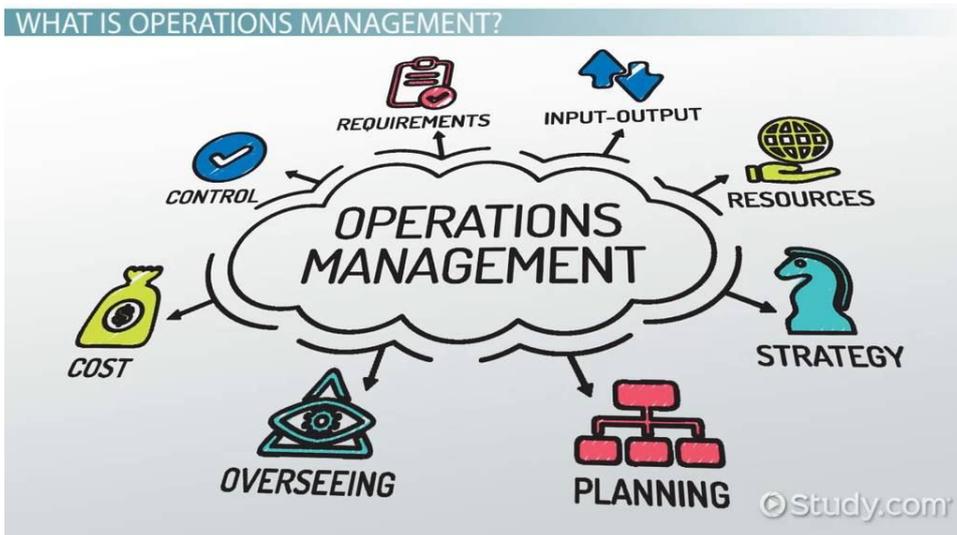


**University Of Abdelhafid Boussouf-Mila**

**Faculty of Economics, Commercial &**

**Management Sciences**

**Lecture Seven: Operations & Management plan**



**Addressed To master one Students-Semester 1**

**Prepared & Presented by:**

**Ms. SARA MEZHOUD**

**Teacher of English Language**

**Academic Year 2025-2026**

## 1 Introduction

An operations and management plan constitutes a fundamental component of any comprehensive business plan, as it bridges the gap between strategic vision and practical implementation. It outlines how the enterprise will function on a daily basis, detailing the essential processes, resources, and human structures that ensure the efficient production and delivery of goods or services. This section demonstrates the entrepreneur's capacity to transform an idea into an operational reality through careful organization and planning.

A well-developed operations plan provides insight into the company's logistical framework, including its location, facilities, production methods, suppliers, and technology. It clarifies how activities will be coordinated, how quality will be maintained, and how efficiency will be achieved. Furthermore, it reflects the organization's ability to adapt to potential challenges and maintain consistency in performance and productivity.

The management plan complements the operations plan by focusing on the **human dimension** of the enterprise. It defines the organizational structure, specifies roles and responsibilities, and highlights the qualifications and experience of the management team. Together, the operations and management plans ensure that the business has both a **solid structure and competent leadership**, which are essential for long-term success and sustainability.

## 2. Purpose of the Operations Plan

The operations plan helps investors and readers understand:

- What resources the company needs to operate.
- How the company produces its goods or services.
- How daily activities are organized.
- What facilities, technology, and suppliers are required.

It shows that the entrepreneur has thought about the practical side of running a business — not just the ideas.

### **3. Key Components of the Operations Plan**

A complete operations plan usually includes:

#### **a. Location and Facilities**

Explain where the company will operate (office, factory, shop, or online). Describe the building, size, equipment, and why this location was chosen. Example:

“Our bakery is located in downtown Adrar, close to schools and offices, ensuring strong daily customer traffic.”

#### **b. Production or Service Process**

Describe **how** your product or service will be created. Include materials, suppliers, tools, and steps in production. Example:

“We source local organic ingredients, bake fresh products daily, and deliver them directly to customers through our website.”

#### **c. Equipment and Technology**

List the machines, software, or technology systems needed. For service businesses, mention the tools for communication and data management.

#### **d. Inventory and Supply Chain**

Explain how you will get materials or products and how you will manage stock.

Example:

“We use a just-in-time system to reduce storage costs and ensure freshness.”

#### **e. Quality Control**

Mention how you will maintain quality — through inspections, customer feedback, or staff training.

## 4. Management Plan

The management plan focuses on the **people** who will run the business.

### a. Organizational Structure

Describe the company's structure. It can be:

- **Flat** (few levels, flexible)
- **Hierarchical** (clear roles and supervisors)

Use a simple **organizational chart** to show who reports to whom.

### b. Key Roles and Responsibilities

List the main team members and what each one does:

- **CEO/Founder:** sets the vision, makes final decisions.
- **Operations Manager:** handles daily work and coordination.
- **Finance Manager:** controls money and payments.
- **Marketing Manager:** promotes products and manages advertising.
- **HR Manager:** recruits and trains employees.

For small businesses, one person can take several roles.

### c. Skills and Experience

Explain why your team is qualified to succeed. Example:

“The founder has five years of experience in digital marketing, while the finance manager worked in a local bank.”

### d. Hiring and Training

Describe how employees are selected and trained to ensure efficiency and motivation.

## 5. Reporting Lines and Communication

Explain how communication flows in the business — for example, through weekly meetings, progress reports, or digital tools.

## 6. Conclusion

The operations and management plan demonstrates that the business is **realistic, organized, and ready to perform**. It connects your ideas with practical actions, showing investors that your team can successfully execute the business vision.