**Activity 1.1 Comprehension**

1. Identify TWO alternative terms that can be used instead of ‘transformation’.

1. Explain how a business can use operations to achieve a competitive advantage.

Examine the advertisement for the operations manager below to answer questions 3 and 4.

../../../../../../../../../../../Users/bxjones/Desktop/Pages%

1. Identify skills that the operations manager will need for this position. Explain why these skills are needed.

1. Describe an example of the strategic decision-making that the job requires.