# Abstract

Operations strategy is field of study that’s been under tremendous development throughout the last couple of decades. This project attempts to investigate how operations strategy applies to the service industry, by using TDC as a case study.

By determining market requirements and performance objectives, this report establishes what is required of TDC in the industry in terms of delivering what the market wants. Furthermore, this report uncovers the different decision areas that control the management of the internal resources. As such, an attempt is made at reconciling the two perspectives – the outside‐in or market perspective and the inside‐out or resource‐based perspective – in order to determine the most optimal way of configuring TDC’s operations.

This report concludes, that TDC as service provider should focus on strengthening its Supply network and more away from its current vertical integration strategy.

Despite the common belief that service operations management and manufacturing management are two different subjects, this report concludes that these two are growing closer and closer.