1-2 Milestone One - Justification

Southern New Hampshire University

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**Business Implementation Plan**

Chipotle Mexican Grill is one of the organizations that have adopted technology to improve the efficiency of their services. The firm has to develop strategies that will enhance competitive advantage given that it is one of the most competitive organizations in the hotel industry. In this case, Chipotle Mexican Grill intends to adopt the use of man and unmanned cars as well as drones to improve their food delivery service. What is encouraging about this technology is that it will help in the reduction of costs because the firm will only require a few employees. Another thing is that the technology will increase the speed of service delivery.

**Rationale**

The man and unmanned cars and drones that Chipotle intends to implement are one of the lean technologies that enhance efficiency in organizational operations. This kind of technology is not new to the United States market. However, what is new is the introduction of such devices in the hotel industry like Chipotle to improve their food delivery service. Automation reduces the human associations which automatically minimize time spent as well as mistakes. The ability of the techniques to use sensors makes it possible for an organization to make continuous investigations (Bamburry, 2015). By this, I mean that the sensors have a wide range of scientific experimentation. Chipotle Mexican Grill will actively manage its operations, and in the process, they will notice any errors in the system and develop corrective measures. The man and unmanned cars and drones will be very instrumental in process control for example in the mixing of refreshments. The sensors will help in determining the correct thickness of the drink including the amount of water that is required.

**Opportunity**

The hotel industry has been in operation as long as people lived. During the Middle Ages, history records that cook of nobles and the religious groups prepared food which they served to large amounts of people. However, these individuals had very little knowledge of the technologies they used. The technologies advanced with time, and in the era of the Industrial Revolution, there were requirements to serve even larger amounts of food in the society. Refrigeration services were already in operation, and they had significant benefits one of them being the ability to store food for longer periods of time. There was also the development of public transport including autos and tracks which made it possible to get the food to a vast majority of individuals that needed it. The Second World War was also not without influence to the hotel industry. The army troops that were in constant movement during war needed a constant supply of food which led to the development of solid nourishment. However, the industry today is full of competition among organizations making it a necessity to adopt technology that will enhance efficiency. While most organizations use manual labor, Chipotle will be in a better position to compete with them using the man and unmanned cars and the drones in their service delivery. The automation will function better in increasing the speed of customer service in a way that fascinates clients (Bamburry, 2015). The other way is the cost reduction benefit that the organization will enjoy the adoption of the technology. These drones require few people that will monitor them. As a result, Chipotle will require less number of employees and save on costs. Automation increases organizational efficiency by reducing errors. While humans are prone to errors, robots always work in the exact way of their design. The organization will benefit largely from the implementation of the new technology that will give them a sustainable competitive advantage.

**Market**

Competition among organizations in the food industry has led to the adoption of various technologies to improve efficiency. The use of computerized frameworks has dramatically impacted on process control using PC controlled grouping frameworks as well as mass stream meters. These automated technologies have assisted in the documentation process which has become more efficient. The use of sensors allows organizations to monitor the organizational methods which help in error detection as well as continuous improvement to enhance quality. Changes in the research facility have increased the development of newer technologies that organizations can adopt to improve efficiency such as PCR devices. Recent technologies that organizations in the hotel industry are implementing tend to be more computerized which increases operational efficiency given that it is easy to gauge them. Gadgets related to cell phones have enhanced the operations of organizations given that they are easy to operate and are useful in any setting (Rao, Gopi & Maione, 2016). Organizations such as Chipotle Mexican Grill that has embraced globalization can comfortably implement the new technology to manage their operations in various departments. Another development in the market is that of near infrared devices such as the NIR spectrophotometer (Rule, 2015). While the technology is still not accessible, it has a wide range of capabilities including deciding the readiness of foods for service delivery. The drone technology that Chipotle intends to adopt will be beneficial in various ways including a reduction of costs through fewer employees, enhancing process control for continuous improvement and increased organizational efficiency in term of speed of delivery as well as the exactness of measurement which will give the company’s competitive advantage.

**Competition**

Organizations have continued to adopt technology in their operations such that it is possible to improve efficiency. These technologies have equipped organizations in the hotel industry with the ability to enhance their recording system as well as monitoring various processes to enhance quality (Rao, Gopi & Maione, 2016). The drone technology is therefore not without competition from the already existing technologies that assist in service delivery. One of the critical areas of the competition is the fact that drones are expensive to acquire. Organizations that wish to implement the technology must plan for them early enough to save enough money for their acquisition. However, the cost technology also requires training for the person that will control them. However, the costs outweigh the benefits of adopting the drone technology. Man and unmanned cars for commercial use are designed to be small in size so that it is easy to control them. Drones are made of a very light material that allows them to fly with ease. Another advantage of the drone technology is the fact that it reduces the human aspect of service delivery requiring Chipotle Mexican Grill to invest in a small number of employees which will reduce organizational costs (Rao, Gopi & Maione, 2016). The organization anticipates that the new technology will increase profits by about 8 percent in the following year. Process control is one of the most sensitive areas of organizations. The drone technology has an advantage in that it will ease the process control of Chipotle given that it is possible to attach cameras to the device and monitor the various processes across the organization and its branches. The tools can move over a significant distance which means that organizations implementing them can manage operations across multiple units in different locations (Rule, 2015). For instance, Chipotle Mexican Grill can monitor their operations in Mexico using the same drone that controls activities in Canada and New York. Consequently, the devices fly according to on both low and high attitude according to the task at hand (Rao, Gopi & Maione, 2016). Additionally, the methods use sensors and gauges that can assist the organization in various ways including the ability to determine the thickness of refreshments.

**Innovation**

For a technology to yield competitive advantage, it has to be innovative. Innovation is the process of developing new products or ideas that will lead to a transformation. The drone technology in service delivery is creative innovative. One of the reasons that make it different from other techniques is the ability to monitor the process control of the organization actively. With the capability of the drones to fly over both high and low attitude, Chipotle Mexican Grill can attach cameras to the devices to monitor the operations across a wide area (Rule, 2015). Other than that, the sensors associated with the technology enable the organization to determine the exact measures of commodities in product development. The company will also be in a position to use the technology to reduce costs and errors in their operations. The use of both man and unmanned cars in service delivery is beneficial to the organization in that it requires only a small number of employees for monitoring which will reduce the operationalization costs. The use of automation completely reduces errors in the operations given that robots function according to their design.

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