

Study Assignment
Halloran Metals Case Study

1. What are the key differences in operating strategy and structure between Halloran and Allied? How do these operational differences impact the way they run the overall business?

2. What are the strengths and weaknesses in each company's operating strategy?

3. What risks are implicit in Halloran's logistics choices? How has the firm sought to reduce these? How successful have they been?

4. How would you expect an economic downturn to affect the two firms? What about an upturn?

5. What should Jim Rochleau recommend to the president?