

**Business Case/Assessment**

**Professional Certificate Program**

 **Supply Chain Network Structure**

<Finished Good>

Team ( 4 Members maximum per team )

< Team member 1 Name>

< Team member 2 Name>

< Team member 3 Name>

< Team member 4 Name>

Instructor-Facilitator: William Blanco

**UBT**

<DATE>

**Objective**

Explore the Supply Management Network Structure for one worldwide common finished good.

Work in teams of 4 including activities within the program with enough productive time to structure a business case/Assessment.

Calculation and numerical analysis are not expected.

**Guidelines**

Have a laptop with Internet connection and all desire and availability to “team work”

Follow and participate on the topic discussions prior to each activity.

Work with your team in each activity

* Research online or based on own experience the different applicable elements of Supply Chain below. Use specific webpages of the chosen brand names and other independent reports or research studies related to the same product line.
* Fill up the sections with concrete lists and statements related to the finished good (**FG**) chosen/assigned. Pictures and videos related to the topics are more than welcome (“An image talks more than many words”)
* All the activities will be coached by the Instructor-Facilitator with a strong and practical business approach.

Reference the sources where you find information at the end of the document

* Commercial, technical and academicals sources are accepted.
* Make sure to use credited and trustable sources. (e.g. Wikipedia, personal social media etc. are no aceptable)
* Own experience and willingness to share is also a good source and reference.

**Demand Planning**

**Demand Plan**

* Explain how the supply and demand are or can be balanced for your FG

**Forecasting**

* How do an **ERP** can contribute effectively to the planning and forecasting of your FG

**Pattern applicable**

* What type of Demand Pattern apply or may apply to your FG?
	+ Elaborate and support your answer

**Procurement**

**Make or Buy**

* Is your FG or materials required made or purchased?
* Explain the business reasons why the company decided either to make or buy.

**Procurement process**

* Explain how value is added thru the procurement process of your FG
* Elaborate on how the procurement process of your FG is linked to the planning process
* Why negotiation is crucial when establishing relationships with Suppliers of your FG or material required to manufacture your FG.

**Supplier Relationships**

* Give examples of short, mid and long term relationships with suppliers of you related to your FG.

**Scoring Suppliers**

* Find or estimate/simulate a score card to evaluate multiple suppliers related to your FG or process of it.

 **Warehousing Operations**

**Warehouse Management System (WMS)**

* What is the WMS used for your FG process, if it is not known guess/estimate what could be used and explain why. There is a good variety offered in the market.

**Operational Activities**

* Explain the Receiving, Storage, Order Fulfillment and Preparation for shipment for your FG or process of it.

**Shipping documentation**

* Find or mock some of the key documents required for shipping your FG.

**Inventory Management**

**Costs**

* Identify the common type of costs in your FG process. Elaborate on how those fit in each category

**Inventory Types**

* Identify the raw material, work in process, MROs, FG within your FG process.

**Lead time**

* Define/guess if necessary a lead time and key dates in the process of your FG.

**Inventory turn**

* How often the inventory turns for your FG or parts related to it.

**3PL**

* Is a 3PL providing services for your FG or business?
* Elaborate on how is the interaction and process with the 3PL

**Manufacturing & Service Operations**

**Type of Process**

* Is your business related to your FG involving manufacturing?
* If so, state the type and the process of manufacturing.
* Where your FG can be classified
	+ ATO/MTS/ETO/MTO

**Life cycle**

* Describe the life cycle of your FG

**Operations**

Describe the Management, Manufacturing and Service operations related to your FG

**Transportation Operations**

**Mode (s)**

* What types of transportation modes are used for the distribution of your FG?
* Explain that process

**Intermodal**

* How Intermodal is or can be applied for your business and FG?

**Freight Documentation**

* Find or mock some of the key documents required for transporting your FG.

**Customer Service**

**Competitive advantage**

* Describe the advantages that your company have against competitors selling your FG or similar products

**Communication strategy**

* What are the communication channels used by the company to obtain and keep customers?
* What could be considered a communication strategy that is a differentiator against the competition?

**Challenging Customers**

* How Challenging Customers are managed when complains about your FG are submitted
* What are the action plans after those occur?

**References**

1. <Ref 1>
2. <Ref 2>
3. <Ref 3>
4. Etc.>>>>>>