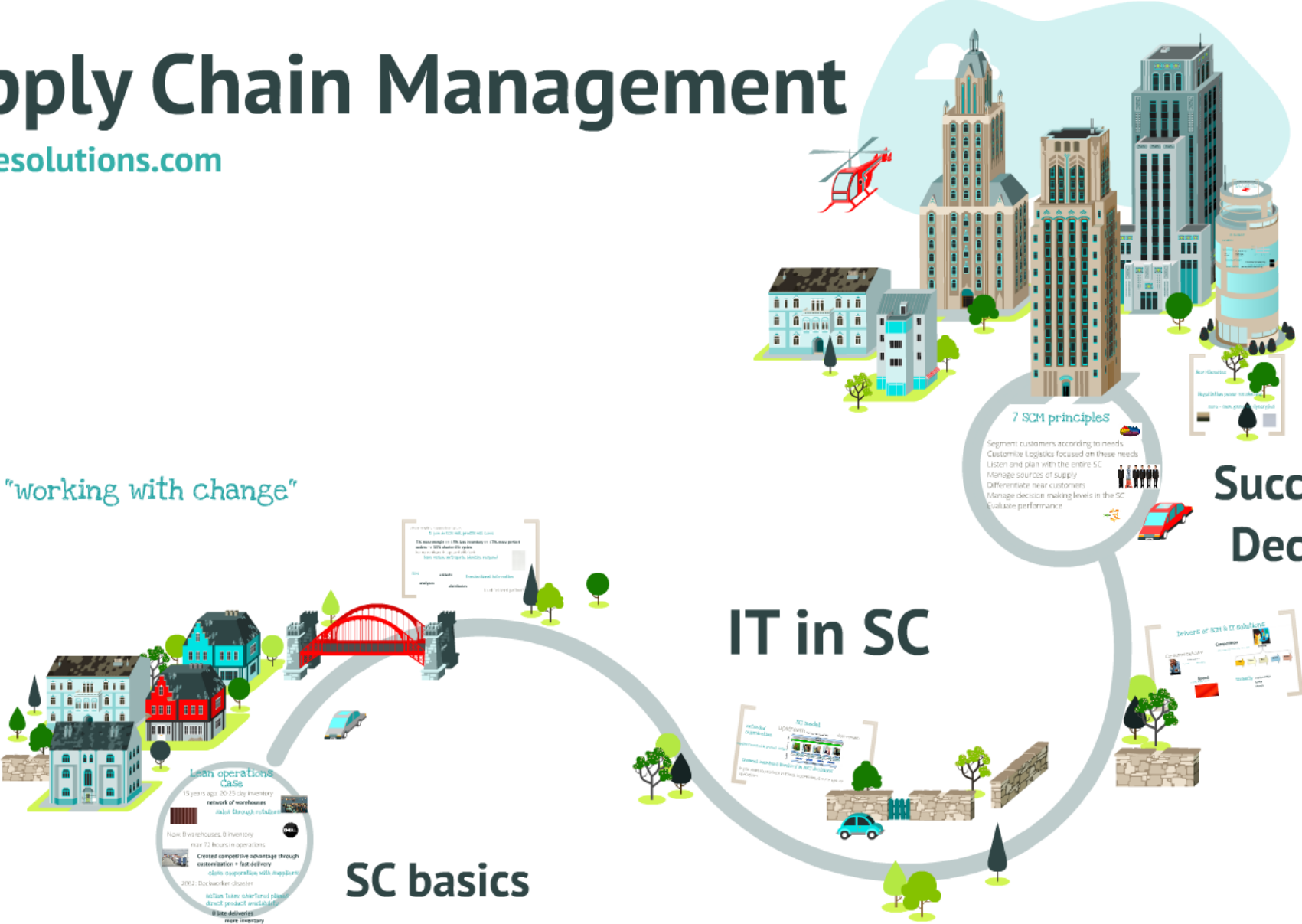


# Supply Chain Management

Thecasesolutions.com

Your job: "working with change"



### Lean operations Case

15 years ago: 30-35 day inventory

- network of warehouses
- basic through-inventory
- Now: 0 warehouses, 0 inventory
- near 24 hours in operations
- Created competitive advantage through customization + fast delivery
- close cooperation with suppliers
- 2002: Dockworker dispute
- action taken: shared final plant
- direct product availability
- 0 late deliveries
- more inventory

## SC basics

## IT in SC

### 7 SCM principles

- Segment customers according to needs
- Customize Logistics focused on these needs
- Listen and plan with the entire SC
- Manage sources of supply
- Differentiate near customers
- Manage decision making levels in the SC
- Evaluate performance

## Successful Decisions

### Drivers of SCM & IT evolution

Customer Demand	Competition
Globalization	Globalization
Customization	Customization
Speed	Speed
Flexibility	Flexibility
Cost	Cost

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**7 SCM principles**

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**Successful Decisions**

## IT in SC



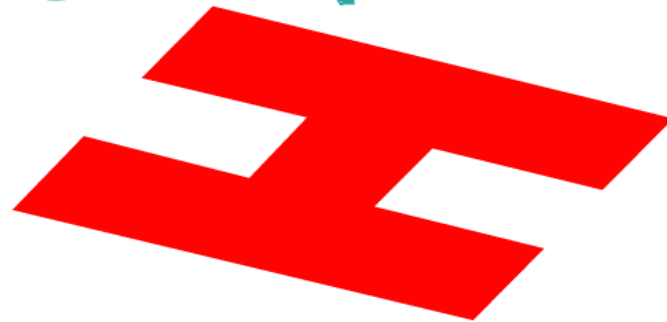
**SC basics**

**Lean operations Case**

- 15 years ago, 30-35 day inventory
- network of warehouses
- built through incubator
- None, 0 warehouses, 0 inventory
- max 72 hours in operations
- Created competitive advantage through customer service + fast delivery
- close cooperation with suppliers
- 2002, dockworker disaster
- action team chartered plan
- direct product availability
- 0 days inventory
- max inventory

# TV, DVD, Aircon Negotiation Game

Negotiate with your SC partner to gain the highest profit you can get.



# Lean operations Case

15 years ago: 20-25 day inventory

**network of warehouses**

sales through retailers

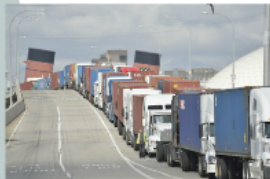


Now: 0 warehouses, 0 inventory

max 72 hours in operations

**Created competitive advantage through  
customization + fast delivery**

close cooperation with suppliers



2002: Dockworker disaster

action team: chartered planes  
direct product availability

**0 late deliveries**