

RANGER CREEK-SUPPLY CHAIN MANAGEMENT PROJECT Harvard Case Solution & Analysis



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Introduction

- Location:
 - 4834 Whirlwind Dr, San Antonio, TX 78217
- Main products
 - Whiskey
 - Beer
- Employees: 10
 - TJ
- Competitive Advantage: Everything in Texas
 - Ingredients
 - Texas Climate
- Company name
 - Boerne, Tx



Production Process

- Continuous Flow Shop
- Small range of goods
- High volumes



- Cellular Layout



Beer & Whiskey

- 100% goods

Improvements and Suggestions

- Marketing
- Partnerships

Quality System

Inspection

- Internal & External

- Customer satisfaction
- Involvement of People
- Mutual Beneficial supplier



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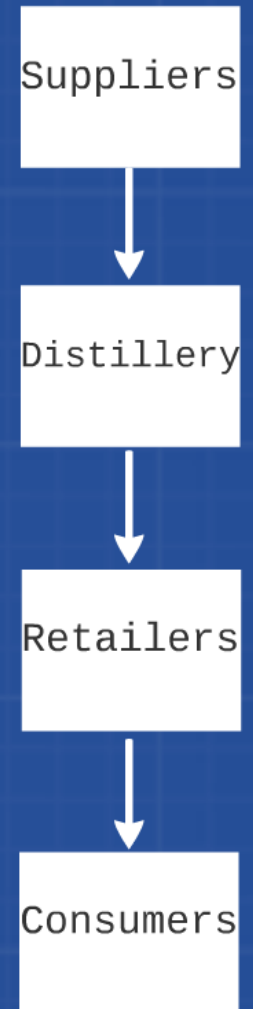
Supply Chain

Suppliers: Machinery, Grain, Hops, Yeast, Barley
Farmers

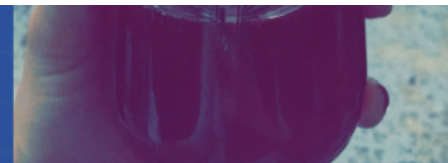
Ranger Creek - middle man

Retailers: Local & consumers

Competition: Local Texas Whiskey Distillery
Garrison Brothers & Balcones Distilling



Transformation Process



Transformation Process

Brewing:

Malted Barley
Water-Mashing: Sugar-extracting
Mash Lautering
Wort Sugar Water
Add: Hops & Yeast
Fermentation

Distilling:

Distilled Beer:
Distillation Maturation
2 Stages:
Stripping Run
Finishing Run

Inventory

Raw Materials:

Grain, Hops, Barley, Yeast

Finished Goods Inventory:

Bottled Whiskey & Beer

Work In Process:

Fermenting Beer
Whiskey Distilling

Make-to-Stock

United Grain: Lytle, TX
Brewery Supply Group: Denver, CO



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Quality System

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- TABC licensed

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Quality in Products

Beer

5.4% ABW

6.3% ABW

Whiskey

.36 Bourbon Whiskey

.44 Rye Whiskey

Rimfire Whiskey

High Quality Beer & Whiskey

