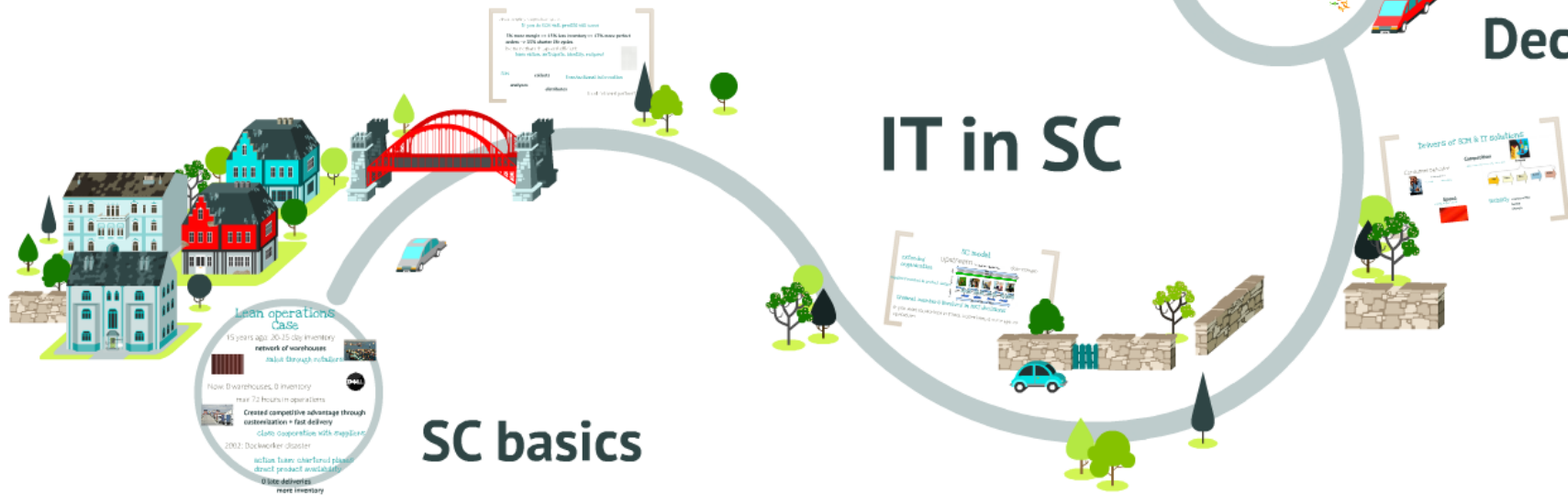


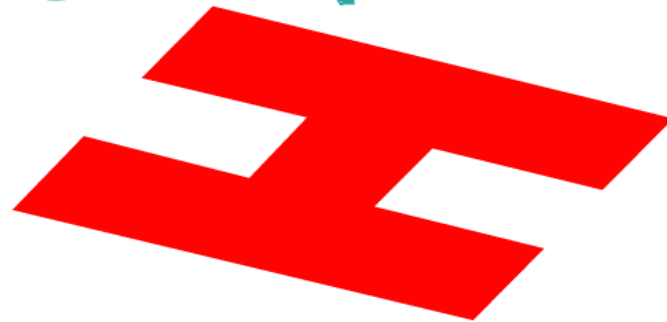
Supply chain Management and Distribution network Strategy Harvard Case Solution & Analysis

TheCaseSolutions.com



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



DeLL 5 point Framework

Start with the customer

replace inventory with information

Measure and improve

Complexity slows you down

Big Goals: Big Achievements



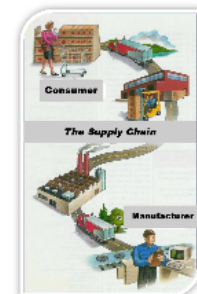
Almost everything is supply chain logistics

IF you do SCM well, profits will come

5% more margin --> 15% less inventory --> 17% more perfect orders --> 35% shorter life cycles

be more than cheap and efficient:

have vision, anticipate, identify, respond



SCM

collects

transactional information

analyzes

distributes

to all relevant partners



SC model

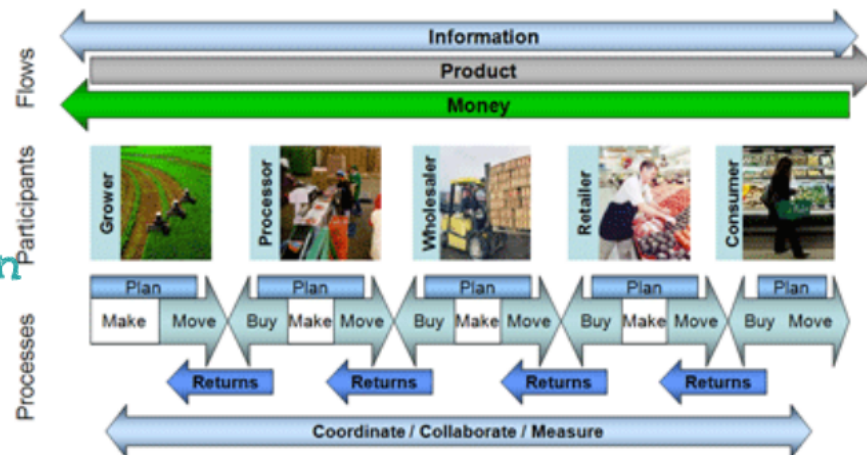
upstream

The Fresh Food Supply Chain

downstream

extended organization

suppliers involved in product design

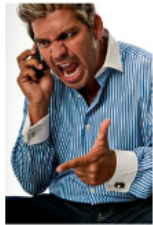


Channel members involved in MKT decisions

IF you want to produce in China, better keep a close eye on operations

Drivers of SCM & IT solutions

Consumer behavior



Demanding customers

key insight

Demand planning

Speed

accuracy, frequency, Speed

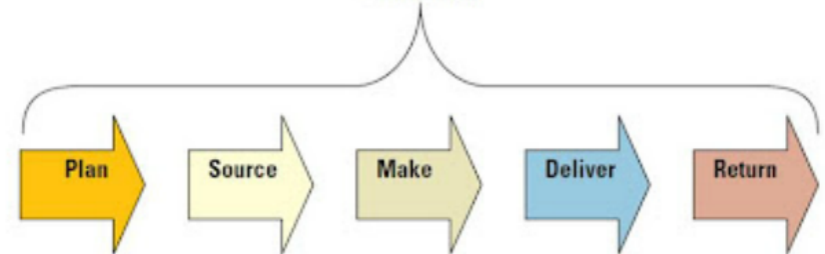


Competition

Planning and execution Software ↔ efficiency ↔ promise



Company



Visibility creation of SCA
Service
Changes