



MGMT 444

Principles of Supply Chain Management

Supply Chain Management Plan Guidelines

You have been asked by the CEO to join a senior team that has been created to explore the possibility of setting up the firm's new supply chain. The company has been exporting a limited number of products to several regions for several years, but as demand has increased, the CEO is considering the possibility of setting up some form supply chain to reduce manufacturing and distribution costs and get closer to the customer.

Even though the CEO has engaged in talks with several economic development groups in the region, he has not yet decided what would be the best supply chain design for the current market to support the company's long-term business strategy.

As a key member of the team, your job is to develop a high level Supply Chain management plan to explore the feasibility of establishing a wholly owned subsidiary in Country X.

As part of the process, he has asked you to:

- Conduct an environmental assessment of Country X.
- Identify major logistics and supply chain management issues associated with setting up a wholly owned subsidiary in Country X.
- Provide your recommendation as to what is the best city to establish a manufacturing and supply chain operation to meet the long-term goals of the company.
- Prepare a high level logistics and supply chain management plan to support the location recommended above.

You have 8 weeks to prepare a report that summarizes your findings. The CEO has told you not to worry about the budget at this point (that will be addressed at another time) and has directed that you follow the format listed on the next page.

Report Format

- I. Executive Summary
- II. Supply Chain Plan (of the 11 topics below, report must include a minimum of 6)
 1. Availability and quality of suppliers
 2. Availability and quality of third party service providers
 3. Sourcing and procurement strategy
 4. Planning and forecasting strategy
 5. Inventory management strategy
 6. Inbound and outbound transportation strategy
 7. Warehouse/distribution center strategy
 8. Outsourcing/3PL strategy
 9. Customer Relationship Management
 10. Supply Chain Integration
 11. Performance management strategy
- III. Next Steps -- a short list of next steps to be taken once the plan is approved.
- IV. Conclusion
- V. References

Grading Criteria

1. Quality and Depth

The quality of the report will reflect the amount of thought put into reporting the required concepts. This includes integration of concepts from the course and appropriate application. Depth of the report is reflected in the integration of outside sources, namely academic (i.e., journal, texts and other secondary sources (no Wikipedia, or non-vetted sources from the Internet)).
2. Organization

How closely the report follows the required organization identified above.
3. Formatting

i.e., typed, use of page numbers, title page, table of contents, appropriate labels on figures and tables, etc.
4. Correct grammar and evidence of proofing

i.e., no spelling errors
5. References

Variety and documentation of references used. Format for citations and references must follow APA guidelines.

Submission Schedule

1. Module 2: Submit summary paragraph

Submit a one-page introduction summary of your plan. This should include a fictional company name, selected country, and what the company does (aviation or aerospace related).

2. Module 4: Submit outline summary

Submit an outline summary of your plan. This should include all applicable parts and identification of pertinent sources.

3. Module 7: Submit draft plan report for review/feedback (optional)

4. Module 8: Submit final plan report

Note: At the Instructor's discretion, points may be deducted for missing submission deadlines.