



**2021**

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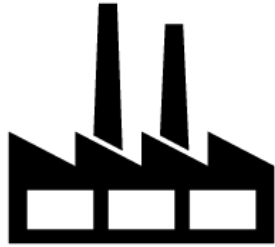
***1. NIKE***

***2. DASHBOARD***



# Nike's Supply Chain

NIKE



Third party **manufacturer**



Nike **distribution center**



**Wholesale** partner



**Retail**



591 in the world.

Most of the production relies in Asia Pacific (52% of the footwear and 92% of the apparel).

67 around the world.

2/3 of the revenues come from EMEA and North America.

20 000 in the world.

110 000 in the world.

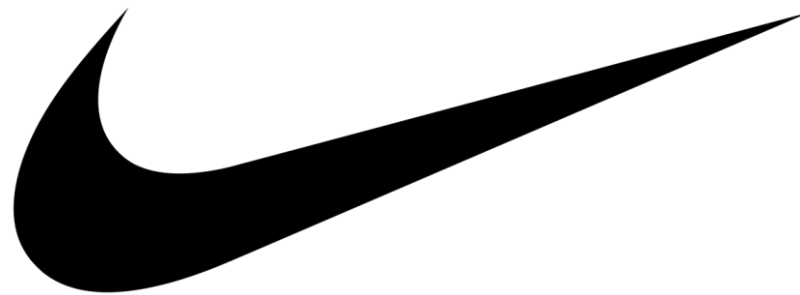
\* Products need to first be designed, approved, tested & prototyped



**Recommendation  
systems**  
("Frequently bought  
together")

**Forecasting**  
(Inventory)

**Optimization**  
(Stocking, workload)



**Supplier selection**  
(performance)

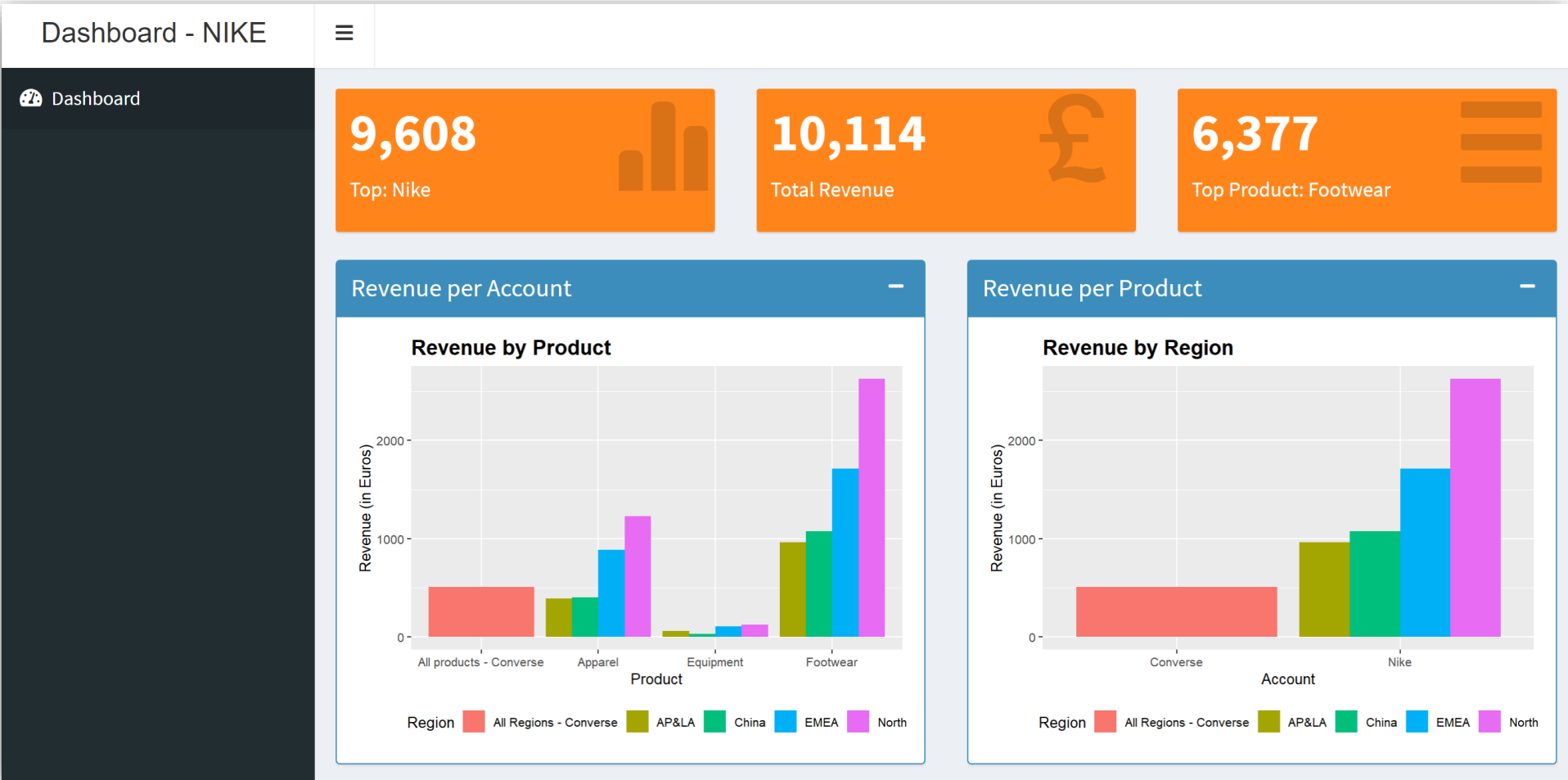
**Dynamic pricing**  
(real-time adjustments)

**IoT**  
(customer insight)

**Real-time analytics**  
(sales, inventory)

\* 2017 objectives: Quickly restocking, customer insights (on materials) from concept stores, new products in half a time.





**Perfect Order Measurement**

**Cash to Cash Cycle Time**

**Customer Order Cycle Time**

**Fill Rate**

**Supply Chain Cycle Time**

**Inventory Days of Supply**

**Freight bill accuracy**

**Freight cost per unit**

**Inventory Turnover**

**Days Sales Outstanding**

**Average Payment Period for  
Production Materials**

**On Time Shipping Rate**

**Inventory Turnover Ratio (ITR)**

**Turn-Earn Index (TEI)**

**Gross Margin Return on  
Investment (GMROI)**

**Days of Supply (DOS)**

**Inventory Velocity (IV)**

**Full price realization**



## Current Calculation

**Analyst's salary:** EUR 2 880

**Per hour:** EUR 16

**Time spend:** 3 hours weekly

**Time per year:**

3 hours \* 4 weeks \* 12 months = 144 hours

**Money:** 144 hours \* EUR 16 = **EUR 2304**

## Real-time dashboard

**Analyst's salary:** EUR 2 880

**Per hour:** EUR 16

**Time spend in development:** 15 hours

**Time per year:** 30 hours

**Money:** 30 hours \* EUR 16 = **EUR 240**

**Saving: EUR 2064**

