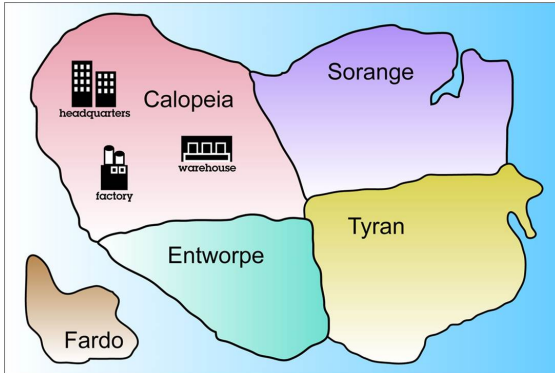


The Supply Chain Simulation Game

Logistics and Supply Chain Analytics



Overview



- The supply chain game is a web-based, discrete event simulator of a network of factories and warehouses
- There is one single firm producing a single product (drums of a chemical) for regional markets

Game Setup

- Revenue
 - Product revenue: \$1450 per drum
 - Interest: 10% per year, compounded daily
- Expenses
 - Production cost: $\$1500 + \$1000 * \text{batch size}$
 - Shipping cost: \$150 per drum for mail or \$15,000 per truck (one truck can hold up to 200 drums)
 - Finished goods holding cost: \$100 per drum per year
 - Customer fulfilment costs: \$150 per drum

Decisions

- Determine factory batch size (order quantity)
- Set reorder point to trigger orders
- Select shipping mechanism: mail or truck
- Add capacity to the factory

Team Registration



Type in your access code here and click OK button:

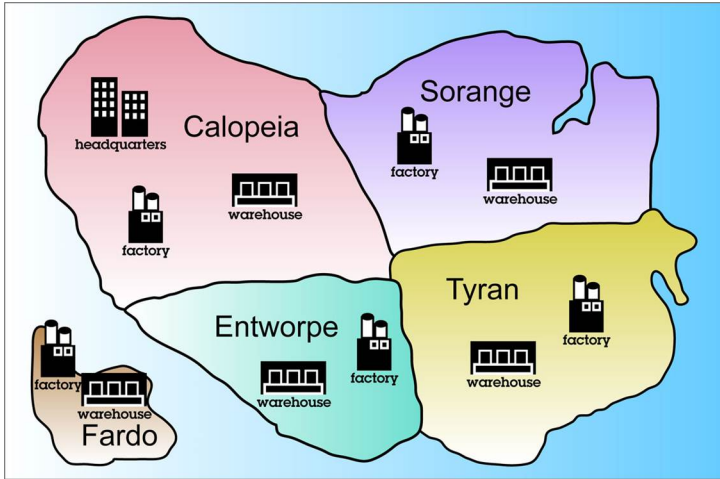
OK

- Link: <http://op.responsive.net/sc/imperial/start.html>
- Access code: [analytics](#)
- Choose your own team name and password

Details

- Trial run will be initiated at 1:30pm, Mar 15
 - Register your team before then
 - Access to the game:
`http://op.responsive.net/sc/imperial/entry.html`
 - You will have two years' history of demand for analysis
 - Simulation officially starts at 1:30pm, Mar 16
- Description of the trial run
 - `http://op.responsive.net/sc/imperial/Assign1`
 - Please read carefully as it includes all the details of the game!

An Expanding Network in the Second Run!



- Description of the second run:

<http://op.responsive.net/sc/imperial/Assign2>

More Decisions in the Second Run!

- The second run will allow
 - Adding new warehouses and factories
 - Prioritizing warehouses to serve by each factory
 - Setting which regions are served by each warehouse
- Fixed costs in the second run
 - Each new warehouse costs \$100,000
 - Each new factory costs: \$500,000 (not including capacity)
 - Additional capacity for any existing factory: \$50,000 per drum per day

Details of Round 2

- You can access the game after the end of trial run, around 10pm, Mar 20
 - Link to the game:
<http://op.responsive.net/sc/imperial/entry.html>
 - You will have two years' history of demand for analysis
- Simulation officially starts at 10am, Mar 26
- Description of Round 2
 - <http://op.responsive.net/sc/imperial/Assign2>
 - Please read carefully as it includes all the details of the game!

Deliverable

- 10-page report, excluding Appendix
 - Submit on Hub by 4pm, Apr 7
- In the report, you need to address the following
 - Long term strategic decisions (new factories and/or warehouses, choice of capacities) your team made at the beginning of the game
 - Short term replenishment decisions (reorder point, shipping method, order quantities, supply chain configuration) made over the course of the game
 - In retrospect, whether there were other choices that would have allowed your team to do better

Marking Scheme

- Performance in the game (40%)
- Report (60%)
 - Content (50%): decisions and justifications
 - Structure and style (10%): length, format, professional quality