

# TU-A1300 - Introduction to Industrial Engineering and Management, 07.09.2020-30.11.2020

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## Week 5 Group Exercise Submission

Due: Monday, 12 October 2020, 6:00 PM

Mark as done

Submit your project exercise for this week here. This week we described the tasks in slightly more detail.

### Your tasks:

#### 1. Focus of own operations and procurement(1-2 pages)

- What parts of production and other operations would you do yourself and what would you outsource and why?** (To answer this, examine the implementation of your production, particularly through core competence and cost. Are you going to outsource your core competencies? What about things that are not very strategically important but affect your operational activities? Look at the outsourcing decision matrix).
- How should you procure outsourced services and production parts, as well as the necessary raw materials and equipment for your own production?** (Talk about what options for procurement there are, do you think there will be difficulties procuring certain materials - think about the Porter's Five Forces analysis you've done, or would there be a strong bullwhip effect from downstream, how does information flow in the chain, are you going to try and integrate and so on).
- What are the parts of your supply chain?** (Describe your tiers of suppliers, the suppliers themselves the geography of your supply chain, relationships within the chain, reason about how these relationships could affect you. This and the previous points are somewhat broad, so we are not going to grade you on some set "correct answer" but on your ability to reason about supply chains. You don't have to go into too much detail. 1-2 pages of quality text are perfectly fine).

#### 2. Demand assessment(2pages)

- What kind of fluctuation in demand is expected?** (Seasonal, cyclical,... which were caused by competition and new entrants, unexpected such as COVID, ...)
- How do you make production and the supply chain such that it can withstand fluctuations in demand?** (In other words, how can you ensure that you have enough products to meet demand on one hand, and not so many that you're wasting on the other)
- Estimate quarterly demand for the first two years and yearly for years 3 and 4** (A table/chart would be useful. How will demand develop over time? Consider the reliability of your demand forecast, explain how you came up with these numbers)

**Recommended Format:** Times New Roman, size 12, line spacing 1.5, Harvard referencing. You do not have to follow the standard if you think you can do better, this is simply a recommendation.

### Tips:

- Assign responsibility within your group as early as possible.
- Search for relevant information and good sources online - in the real world you will not have all the information memorized, and that is normal.
- If you have any questions, come to the exercise sessions and ask us in Telegram.

### Deadline:

- The deadline is Monday, 12.10 at 18:00
- It is enough for 1 group member to submit the assignment
- The grading is on a scale from 0 to 100 and is converted to points at the end of the course

◀ Week 5 Case Study: Value Chain

Week 6 Pre-lecture Readings ▶



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