

ISCEA PTAK PRIZE

Global Supply Chain Case Competition 2020

For Bangladeshi Students and Young Professionals

PROLOGUE

Companies around the world will alter their supply chains to be less dependent on China in the wake of the coronavirus crisis, according to investor Mark Mobius.

Speaking to CNBC's "Street Signs Europe" on Tuesday, Mobius, founder of Mobius Capital Partners, said the pandemic was already prompting a rethink among businesses as they sought to mitigate supply shocks from any future events of a similar scale.

"A lot of buyers and a lot of the people depending on the supply chain in China are now having second thoughts, and are beginning to diversify their supply chain as much as possible to be closer to home," he said.

Mobius noted that in the United States, there would "of course" be a preference for companies based in the U.S., or in more local overseas markets like Mexico or Canada.

"But at the end of the day, I think there's going to be a diversification where these supply chains get moved into places like Vietnam, Bangladesh, Turkey, even Brazil, so that these companies can have a more diversified supply chain," he added.

Source: "Companies will shift supply chains away from China after coronavirus crisis, Mark Mobius predicts"; CNBC; Published Tue, Apr 21 2020.

THE TASK

Due to current pandemic, in the global manufacturing sector, China will see tough competition from nations like India, Thailand, Bangladesh, Vietnam and the Philippines because of their lower labor costs. Like other countries, Bangladesh should also be trying to attract companies looking to shift out of China and use this as a viable opportunity to speed up growth in the post-Covid season.

Government of Bangladesh (GOB) is keen to seize this opportunity. However, without establishing proper understanding about what it means to create appropriate supply chain capability in the country to attract foreign investors, it may only remain a wishful thinking.

You are a group of experts engaged as a part of special task force by the GOB. Your job in the task force is to make actionable proposal with regard to building Supply Chain capability in Bangladesh to attract foreign manufacturing companies. Depending on your report GOB will decide in which industry/industries it should focus to build further capabilities and attract foreign companies that will shift supply chains away from China after the current pandemic.

Prepare actionable proposal which can suggest buildup of supply chain capabilities in specific areas of supply chain of specific industries that you think are feasible and may be focused on by the GOB.

SUBMISSION GUIDELINES

Following are some of the probable judgment criteria against which your work will be evaluated:

- Knowledge of Supply Chain Management
- Innovativeness
- Feasibility of the plan
- Rationale for the project
- Impact of such proposal
- Case Presentation Style

Case Solution Submission:

- ✓ A cover page will be provided by ISCEA Bangladesh. Every team must use that cover page.
- ✓ The case solution MUST not exceed 2000 words (annexure excluded). *Any submission covering over 2000 words will be discarded from the competition.*

Materials to be submitted:

- ✓ Soft copies of the case solution (word and pdf) to be sent to ptakprize.bd@gmail.com

Submission deadline: 30 June, 2020

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