

C. DETAILED OUTLINE

I. The supply chain management context: the competitiveness of this product line and the industry

- **Industry Statistics:** market size, growth rates, relevant trends, ... Use numbers, charts, graphs, or diagrams to visualize data
- **Product Line Features:** Showcase key features and strengths of the product line. Use bullet points or icons to make this information easily scannable.

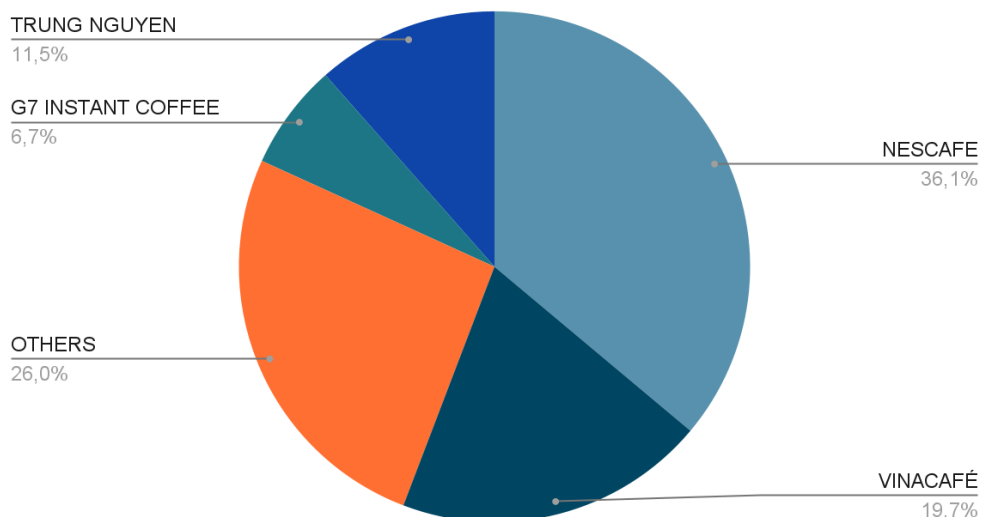
Tip 1: Use a variety of sources - company websites, industry reports, ... to gather data and insights. Some recommended professional sources (not limited to):

- Euromonitor (can be founded on RMIT Library)
- Statista website (sign up an account with Student ID for image download)
- <http://vietnamsupplychain.com/>
- <https://techwireasia.com/>
- <https://www.pwc.com/>

Example:

“Trung Nguyen accounts for **11.5% of the instant coffee market share** in Vietnam, making it one of 3 dominant leaders in the industry.” → Use pie chart to present instant coffee market

MARKET SHARE



share in Vietnam

“700 outlets nationwide, 1,000 successful franchise contracts, VND 4.2 trillion in revenue”
→ Bullet points with an emphasis on numbers

II. The supply chain objectives: Main missions/aims/goals of this supply chain; explaining why different members have to work together in a supply chain

- **Mission:** Present in 1 sentence/ Can be found on the official company website, look for sections such as "About Us," "Sustainability," or "Our Values." Companies often provide information about their supply chain practices and missions on these pages.
- **Explanation:** Present in a bullet point format, use icons or illustration that align with each idea

Example:

Trung Nguyen's supply chain objectives:

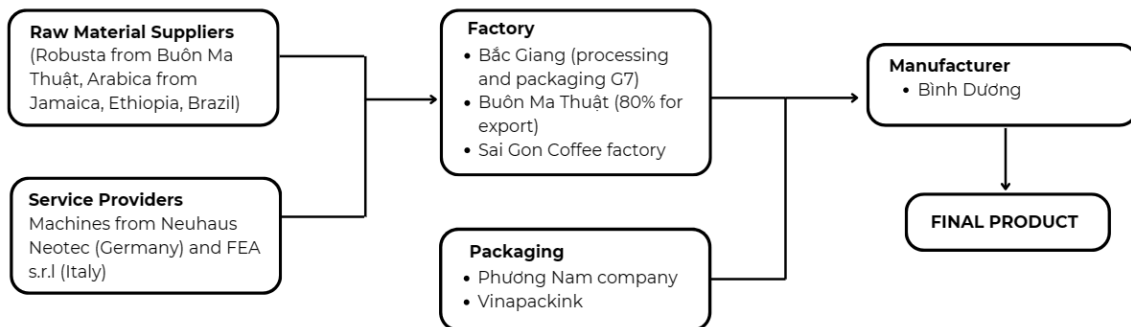
- (1) **Sourcing of Quality Coffee Beans:** As a coffee company, one of the primary objectives would be to ensure a consistent supply of high-quality coffee beans by investing more in farms, direct involvement in farming to control quality, and implementation of modern technology for factories/technical support
- (2) **Sustainability Practices:** Given the growing consumer awareness and demand for sustainable and ethically produced goods, Trung Nguyen Legend would likely focus on sustainable supply chain practices. This could include reducing carbon footprint, ensuring fair trade practices, and investing in environmentally friendly technologies.
- (3) **Customer Satisfaction and Demand Fulfillment:** Ensure that the end product meets customer expectations in terms of quality, price, and availability.

III. A Supply chain map: This is a diagram or illustration that highlights the product/service flows for the supply chain of their product. The supply chain map also highlights the **inbound and outbound flow** from suppliers to the manufacturers or service providers.

- **Identify key entities in supply chain** (eg. suppliers, manufacturers, service providers, distributors, retailers, and customers.) Understand the relationships and interactions between these entities. Consider both upstream (suppliers to manufacturers) and downstream (manufacturers to customers) flows.
- Map the Inbound Flow (Suppliers to Manufacturers/Service Providers)

Example:

Inbound Flow



IV. Major issues or challenges:

Consider environmental, social, economic, and technological factors when identifying issues, challenges, and opportunities. Align the issues/challenges with the supply chain objectives - how do they hinder achieving specific goals?

Example:

- (1) Rising logistics costs due to fuel price increases (The Russia-Ukraine War) → Negative impacts: reduced profit margins or the need to increase product prices, which might affect market competitiveness and customer satisfaction.
- (2) Volatility in Demand and Supply - Fluctuations in consumer demand and disruptions in supply (due to factors like weather, political instability, or pandemics → Negative impacts: production processes, inventory management, and customer satisfaction.
- (3) Quality Control Issues: Maintaining consistent quality, especially when sourcing from various suppliers or when producing at scale, can be challenging. This relates to the objective of sourcing quality coffee beans and ensuring that the end product meets customer expectations. → Negative impacts: Poor quality control can lead to customer dissatisfaction and brand damage.
- (4) Disintegrated Supplier Network: Small-scale farms contribute to 91% of crop production, employing diverse methods for cultivation, harvesting, and seeding. However, the varied processes lead to dissimilar end products and unpredictable product quality, posing challenges that adversely impact overarching objectives.
- (5) Aging coffee plants: Coffee plants covering 86,000 hectares and aged over 20 years constitute 13.8% of the country's total coffee cultivation area, resulting in the production of low-quality coffee products.

V. Opportunities for future development:

Example:

- 14,000 Billion VND projected growth in 2026
- 5.6% Average Annual Growth rate
- \$6 billion in export by 2030
- Hustle lifestyles lead to long working hour and busy schedule → increase in demand for coffee
- FTA between countries: FTA between countries boosts coffee export.
- Government support: The government implements measures such as incentives and investments with the specific goal of fostering growth and development within the coffee industry.

VI. What might be done in the selected local industry?

- Provide recommendations based on challenges, opportunities and also business objectives

Example:

- Apply blockchain technology: Establish a comprehensive database for coffee suppliers, integrating supply chain management, risk mitigation, and quality control measures to prevent network fragmentation. The goal is to minimize fragmentation and uphold product quality consistently among suppliers. For instance, the Beyer Koffie brand has introduced "Farmer Connect," powered by IBM Blockchain, to enhance traceability and fairness in the coffee supply chain.
- Rising logistics costs due to fuel price increases → Solutions: optimizing routes, consolidating shipments, or even renegotiating terms with logistics providers
- Demand forecasting inaccuracies resulting in stockouts → Solution: Companies must forecast demand accurately and have contingency plans for supply disruptions.

A. TIPS & TRICKS

Tip 1: How to create an infographic?

- **Color scheme:** Use a professional color palette that aligns with your brand or the topic.
- **Title and headings:** Remember to create a title summarizing main message and organize information into logic section with concise headings
- **Data visualization:** Utilize charts, graphs, or diagrams to visualize data

Tip 2: How to create an effective supply chain map?

- Be sure to include all the key stages - suppliers, manufacturing, distribution, retail. Customers may be shown at the end.

- Use a horizontal layout moving left to right or top to bottom to depict flow direction. Arrows between stages help show movement.
- Visually distinguish between physical product flows, information flows, and financial flows if needed.