**CASE STUDY 4**

**5Ws + How analysis for the 6 entities in WalStore Operations**

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|  | **Supplier** | **Warehouse Transporter** | **Warehouse** | **Warehouse-to-store transporter** | **Store** | **Customer** |
| **What?** | 1) What are the products you supply?  2) What is the cycle of supply (time frame till next order received)  3) What is the payment mode?  4) What is the production cost?  What are the types of contracts they have? | 1) What are the issues they face?  2) What kind of transport vehicles are included?  3) What are the shift timings (if any)? | 1) What is the size of warehouse?  2) what all kind of storage is included? (ex: cold storage) | 1) What are the issues they face?  2) What kind of transport vehicles are included?  3) What are the shift timings (if any)? | 1) What is the size of the buffer supply area?  2) What is the store timing?  3)What all products do they have?  4) What all mode of payments do they have?  5) What is the size of store? | 1) What kind of payment method he prefers?  2) What kind of products customer buy frequently? |
| **How?** | 1) How many people are involved in the process?  2) How much is the profit? | 1) How many vehicles do they have?  2) How many workers are required for loading and unloading in each vehicle?  3) How many trips do they make in a day?  4) How much fuel is consumed in a day? | 1) How many employees are working in the warehouse?  2) How much electricity is consumed? | 1) How are the schedules arrived at?  2) How many vehicles do they have?  3) How many workers are required for loading and unloading in each vehicle?  4) How many trips do they make in a day?  5) How much fuel is consumed in a day? | 1) How many employees are working in the store  2) How much electricity is consumed?  3) How much is the profit?  4) How is demand to suply ratio?  5) How many departments are there acc. To product wise?  6) How many counters are there? | 1)How is the store layout optimized?  2) How many times do the customer visits in a month?  3)How much on an average he spends during one visit? |
| **Who?** | 1) Who are involved in packaging of goods?  2) who looks after the demand and supply? | 1) Who are the transporters?  2) Who assigns the transport vehicle to the suppliers? | 1) Who is looking after the warehouse storage and supply?  2) who prepares daily report? | 1) Who are the transporters?  2) Who assigns the transport vehicle to the stores? | 1)Who is the Store manager? | Who all visit as customer? (age wise) |
| **When?** | 1) When is the peak time of supply of any particular good?  2) When do you face any problem? | 1) When is their weekly off?  2) When do they have to work overtime? | 1)When do the warehouses receive goods from transporters?  2)When do warehouse supply goods to the stores? | 1) When is their weekly off?  2) When do they have to work overtime? | 1)When do the store has maximum customers? (days & particular timing in a day)  2) When is the store closed? | When do they visit the store? |
| **Where?** | 1) Where are the suppliers located? | 1) Where are the suppliers and warehouses located? | 1) Where is the warehouse located? | 1) Where are the warehouse and stores located? | 1) Where is the store located? | 1) Where is more customer crowd in the store? |
| **Which?** | 1) Which product has more demand? | 1) Which prominent routes are used by the transporters for navigating between the suppliers and the warehouses? | 1) Which products require handling and storing with care? | 1) Which prominent routes are used by the transporters for navigating between the warehouses and the stores? | 1)Which products are high in demand?  2) Which products have less shelf life?  3) Which goods require daily stocking?  4) Which product has high profit margin? | 1) Which product he buys the most?  2) which product he prefers to buy from this store compared to other stores? |