karthik kp

**design analytics**

**case study 4**

**walstore super market supply chain**

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Supplier** | **Warehouse Transporter** | **Warehouse** | **Warehouse-to-store transporter** | **Store** | **Customer** |
| **What?** | ----------?    What are the types of contracts they have? | ---------?  What is the distance cost and time taken to travel from supplier and warehouse?  What are the possible routes and alternate option available if there is a delay in transportation? | -------------?  What is the size and facilities available at storehouse? | ---------?  What is the distance cost and time taken to travel from supplier and warehouse?  What is the possible routes and alternate option if there is a delay in transportation? | What is the size of the buffer supply area?    --------------?  what is the amount of supplies you take?  What are facilities available at store? | -----------? what are the items you prefer to buy?    ----------?  What is the distance between your home and supermarket? |
| **How?** | -----------?  How many contracts do you get?  How are the goods produced?  How do you get the contracts?  How often do you service the machineries?  How do you get the raw materials? | ----------?  How much goods the vehicle be able to transport?  How is the vehicle condition?  How often do you service the vehicle?  How many persons are involved in the transportation process?  How much is cost for transportation to warehouse?    How many checkpost do you cross between supplies and warehouse? | ------------?  How many goods the warehouse can able to store?  How large is the warehouse?  How are the stocks arranged in warehouse?  How are the packings made for dispatch of goods for transportation?  How long will you keep the goods before transportation? | How are the schedules arrived at?  How much goods the vehicle be able to transport?  How is the vehicle condition?  How often do you service the vehicle?  How many persons are involved in transportation process?  How much is the cost for transportation to store?  How many checkpost do you cross between warehouse and store?  How are the schedules arrived at | -----------? How many items can be able to store?    How often do you keep the stocks?    How do you rearrange the goods in supermarket?    How many can manage the store?    How are the products arranged in store?    How long do transporters take to deliver the goods? | How is the store layout optimized?  How long you can take to reach the supermarket from your place?  How is customer satisfaction regarding the supermarket?  How is the customer satisfaction regarding the product that are sold? |
| **Who?** | -----?  Who are buyers of your product?  Who produces the product?  Who is the supply chain manager?  Who is the production engineer? | Who are the transporters? Who is responsible for transportation?  Who are involved in transportation? |  | --------? Who is the transporter?  Who are involved in transportation? |  | ------?  Who are the customers?  Who do you contact for customer support? |
| **When?** |  | -----------?  When did the goods arrive from the supplier?  When will the products reach the warehouse?  When did you last service your transport vehicle?  When did you renew your insurance last time? | When do the warehouses receive goods from the transporters? | --------?  When did the goods arrive from warehouse?  When will the dispatch happen?  When will the products reach the store?  When did you last service your transport vehicle?  When did you renew your insurance last time? | ------------?  When the items will be replaced in the shelf?  When do the store open/close in a day?    When did the stores receive the goods? | When do you visit the store?  When often do you purchase the goods?  When will the queries be resolved in case of complaint? |
| **Where?** | Where are the suppliers located?  Where do you prepare the goods?  Where do you get the machineries from?  Where will you buy the raw material?  Where is the quality of the goods checked? |  | ----------?  Where is the warehouse?  Where are the goods stored?  Where is the cold storage facilities in the warehouse?  Where will you buy your equipment? |  | ----------?  Where is the buffer area?  Where are the goods stored?  Where is the cold storage facilities in the store?    Where will you buy your equipment? |  |
| **Which?** |  | Which prominent routes are used by the transporters for navigating between the suppliers and the warehouses? | --------------?  Which warehouse is nearest to the store?  Which warehouse can accommodate more supplies?  Which goods can be able keep in warehouse for long time?   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | ------------?  Which vehicle do you use for transportation?  Which route do you take to reach store?  Which kind of orders do you get first? | ------------?  Which vehicle do you use for transportation?  Which route do you take to reach store?  Which kind of orders do you get first? |  |  | | ------------?  Which vehicle do you use for transportation?  Which route do you take to reach store?  Which kind of orders do you get first? |  |  |