

Case Summaries

✦ ACME Communication Case

- The ACME Communication Case is a detailed analysis of a communication breakdown within a supply chain environment, highlighting the critical role of effective information flow between stakeholders. The case explores how miscommunication led to operational delays, cost overruns, and stakeholder dissatisfaction. Using root cause analysis, the study identifies the key factors causing these issues and proposes a series of actionable solutions, including process standardization, enhanced stakeholder engagement, and the adoption of digital communication tools. This case study is an essential example of how effective communication can optimize supply chain operations.

✦ Demand Management Tennessee Spirit

- The Demand Management Tennessee Spirit case provides an in-depth analysis of customer demand patterns for a regional spirit brand. This study examines customer segmentation, seasonal demand fluctuations, and sales distribution across various regions. By leveraging advanced demand forecasting techniques, the case demonstrates how businesses can optimize inventory levels, enhance customer satisfaction, and maximize revenue. This study is valuable for supply chain professionals looking to understand the impact of demand variability on inventory and sales planning.

✦ Demand Management

- The Demand Management case is an extensive analysis of customer behavior and sales forecasting, offering insights into effective demand planning and optimization. The study breaks down demand data across multiple customer segments, identifying key factors that influence purchasing behavior. Using statistical analysis and forecasting methods, this case provides actionable strategies for improving demand accuracy, reducing stockouts, and optimizing inventory levels. It serves as a practical guide for professionals seeking to enhance their demand management processes.

✦ Distribution Network Design Case

- The Distribution Network Design Case is a comprehensive study on optimizing distribution networks for cost efficiency and service quality. This case explores various network design models, including centralized, decentralized, and hybrid networks, analyzing their impact on transportation costs, delivery times, and customer satisfaction. The study provides a step-by-step approach to designing a cost-effective distribution network, making it an essential resource for supply chain professionals focused on logistics optimization.

✦ Forecasting Case

- The Forecasting Case is a detailed exploration of demand forecasting techniques, including Simple Moving Average (SMA), Exponential Smoothing, and Regression Analysis. The case applies these methods to a real-world dataset, demonstrating how each technique can predict future demand with varying levels of accuracy. This study highlights the importance of selecting the right forecasting method based on data patterns, seasonality, and business objectives, making it a valuable resource for professionals in demand planning and inventory management.

✦ Forecasting Write-Up

- The Forecasting Write-Up provides a clear and comprehensive explanation of the forecasting techniques used in the Forecasting Case. It includes step-by-step calculations, method comparisons, and a detailed explanation of the factors influencing forecast accuracy. This document is designed to help readers understand the logic behind each forecasting method, making it an excellent reference for those seeking to master forecasting skills.

✦ Global Network Design

- The Global Network Design case is an advanced analysis of supply chain network optimization across multiple regions. It examines the trade-offs between centralized and decentralized network structures, highlighting the impact of logistics costs, lead times, and customer service. The study provides a data-

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driven approach to network design, offering best practices for selecting the most cost-effective and efficient supply chain network model.

✦ Integrated SCM

- The Integrated SCM case study provides a holistic view of supply chain management, covering all key functions from procurement to distribution. This study emphasizes the importance of end-to-end visibility, cross-functional collaboration, and alignment of supply chain objectives with business strategy. The case highlights how integrated supply chain management can drive cost savings, improve service quality, and enhance overall operational efficiency.

✦ Inventory Case

- The Inventory Case is a detailed examination of inventory management strategies, focusing on cost optimization, order sizing, and demand forecasting. This study explores the calculation of Economic Order Quantity (EOQ), safety stock, and reorder points, providing a clear framework for maintaining optimal inventory levels. The case demonstrates how businesses can reduce holding costs, minimize stockouts, and achieve a balanced inventory strategy.

✦ Inventory Data

- The Inventory Data case provides raw data analysis for inventory management, focusing on demand variability, lead times, and inventory holding costs. This study highlights the importance of data-driven decision-making in optimizing inventory levels, ensuring product availability without excessive stock. It serves as a practical guide for professionals seeking to leverage data for inventory optimization.

✦ Meat Producer Case

- The Meat Producer Case is an in-depth analysis of supply chain optimization for a meat production company. The case focuses on cost control, supplier selection, and process efficiency, exploring how businesses can achieve cost savings through process standardization and supply chain alignment. It demonstrates how lean principles can be applied to improve production efficiency, reduce waste, and enhance profitability.

✦ SCM Alignment

- The SCM Alignment case is a strategic study on aligning supply chain operations with business goals and customer expectations. This case emphasizes the importance of customer segmentation, demand planning, and supply chain responsiveness in achieving operational excellence. It provides a framework for aligning supply chain capabilities with customer value, ensuring a balanced approach between cost control and customer satisfaction.

✦ Vendor Selection

- The Vendor Selection case is an advanced analysis of supplier evaluation and selection, using a weighted scorecard approach. This study explores the importance of evaluating suppliers based on cost, quality, delivery, and reliability. It provides a structured framework for selecting the best suppliers, ensuring a resilient and cost-effective supply chain.