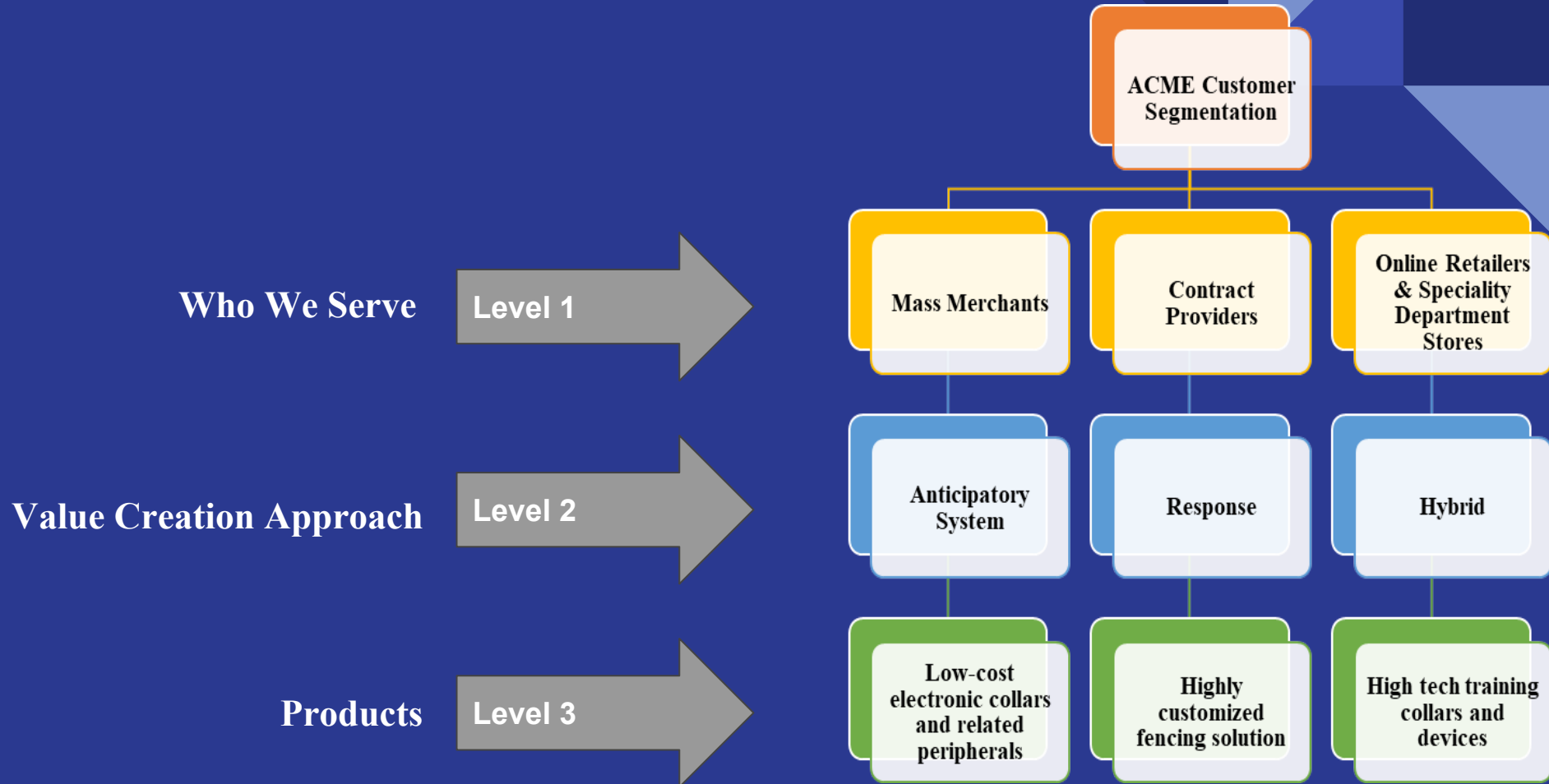


# Supply Chain Alignment Case 2

Kevin Robinson and Anthony Gunn II

# Customer Segmentation



# Product Line Segmentation



The diagram illustrates product line segmentation with three distinct product categories, each represented by a large pink circle. The circles are arranged horizontally and are separated by thin vertical white lines. The first circle on the left is labeled 'High-End Pet Training Products', the middle circle is labeled 'Electronic Hunting Devices', and the third circle on the right is labeled 'In-Ground Fencing System'. The entire diagram is set against a dark blue background. In the bottom right corner, there is a decorative graphic consisting of three overlapping triangles in shades of pink and red.

High-End Pet  
Training Products

Electronic Hunting  
Devices

In-Ground Fencing  
System

# ACME Value Creation Technique

Customer Segment

Approach

Transformation

Mass Merchants

Online & Dep.

Contract

Order Prioritization Level by  
Margin



# Supply Chain Tactical Insights

Customers Segments	Service Level Targets (in alignment with case)	Demand Management	Procurement	Conversion	Transportation/ Logistics	Inventory
Mass Merchants	High	Long Range Forecast	Suppliers Near by	Make to Stock	Truck	Lean, but Generate high turns to minimize inventory
Specialized Department Stores & Online Providers	High	Long Range Forecast & Demand Sensing	Regional Suppliers	Mixture of MTS & Make to Order	Mixture of Combination and Air	Depending on Product hold in Regional DC
Contract Providers	Low	Demand Sensing	Suppliers nearby	Rapidly deploy buffer capacity	Invest in ways to reduce Leadtime	Deploy sub-component stock