

15.780, Fall 2021

Stochastic Models in Business Analytics

WLI Case Preparation Questions

Due date: October 13, 2020 **before class**

Instructions:

1. Write your name and MIT ID on the homework.
2. Review the *Wills Lifestyle in India* (WLI) case study. You can access it under Study.net on Canvas.
3. Submit 1 file to Canvas, which is a PDF file with your answers.
4. **Late submissions will not be accepted for case preparation questions.**
5. **We are grading for understanding, not length. Your answers should not be more than 1 page long.**

Questions:

1. What are some challenges in the Indian market that make it difficult to establish and succeed with a chain of retail stores? Given the challenges, how do you think Wills Lifestyle is positioned?
2. Comment on the changes the LRBD made to increase responsiveness within its supply chain. Which changes do you think were the most significant?
3. What are the metrics that LRBD hoped to improve by bringing production in-house to a more flexible and responsive facility?
4. How should the LRBD structure its sourcing strategy? What are appropriate metrics to judge the sourcing strategy?