**Name of student to be written on line at top of log.*

<table>
<tr><th>Book Title</th><th>Main Topic</th></tr>
<tr><td>Integrated Business Decisions for new product launch</td><td>
a. What is the expected Demand?
b. Which product options to be chosen?
a. Expected sales.
b. Costs
c. Product price
c. Which Suppliers to choose?
a. Maximum capacity
b. Lead time
c. Cost
d. Supplier relationship
d. Re-examine and modify product decision in every quarter?
a. Production
b. Sales
c. Inventory
d. Observed demand.
</td></tr>
<tr><td>Smart Watch design case summary</td><td>
a. Do not look at profits but instead look at Contribution. – we know why?
b. Concept of std deviation from past sales data and the rule of 68-95-99 forecasting rule based on past data.
c. Types of risks in market:
a. Idiosyncratic risk – Specific risk faced by a supplier.
Solution: Diversify suppliers
b. Systemic risk – Risk faced by all (system risk)
Solution: Keep some buffer/inventory.
d. Keep supplier relationship in mind while planning supply chain and not just on maximizing profits.
e. Look at trade-offs between holding costs and opportunity costs.
</td></tr>
<tr><td>K&S Inc. Case summary</td><td>
Bullwhip Effect / Whiplash Effect in supply chain.
A step change in end customer demand/behavior results in increased variations throughout the supply chain. Raw material supplier is hit the hardest.

<table>
<tr><td></td><td></td><td colspan="2">Demand Uncertainty</td></tr>
<tr><td></td><td></td><td>Low</td><td>High</td></tr>
<tr><td rowspan="2">Supply Uncer.</td><td>Low</td><td>(1)</td><td>(3)</td></tr>
<tr><td>High</td><td>(2)</td><td>(4)</td></tr>
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</td></tr>
<tr><td></td><td>
Low Demand – Low Supply: Efficient and well-coordinated supply chain
a. Good strong information sharing
b. Good coordination
Low Demand – High Supply: Risk Hedging Supply chain
a. Keep Safety Stocks
b. Engage with more suppliers.
c. Build supplier relationship with a broader base to reduce supply uncertainty.
High Demand – Low Supply: Responsive Supply Chain
a. Build semi-finished products at far off location and delivery it near to the customer market. Complete the last process steps near the customer market. By this way, demand uncertainty can be reduced.
b. Mass customization approach
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c. You still can offer huge variety of products even though demand side uncertainty by semi-finished products and customization near to the customer market.
d. For customization, you can even charge an additional premium; thus, extracting more value out of the sales.
High Demand – High Supply: Agile Supply Chain
a. Combine strategies of Responsive and Risk hedging supply chain

Products falling in Quadrant (1) and (2) are Functional products.
Products falling in Quadrant (3) and (4) are Innovative products.

Process falling in Quadrant (1) and (3) are Stable Supply Process.
Process falling in Quadrant (2) and (4) are Evolving Supply Process.
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<table>
<tr><th></th><th>Functional Products</th><th>Innovative Products</th></tr>
<tr><td>Demand Uncertainty</td><td>Low</td><td>High</td></tr>
<tr><td>Product life cycle</td><td>High</td><td>Low</td></tr>
<tr><td>Obsolescence chance</td><td>Low</td><td>High</td></tr>
<tr><td>Profit margin</td><td>Low</td><td>High</td></tr>
<tr><td>Stockout price</td><td>Low</td><td>High</td></tr>
<tr><td>Product variety</td><td>High</td><td>Low</td></tr>
<tr><td>Inventory holding costs</td><td>Low</td><td>High</td></tr>
<tr><td>Volume SKU’s</td><td>High</td><td>Low</td></tr>
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<table>
<tr><th></th><th>Stable Supply Process</th><th>Evolving Supply process</th></tr>
<tr><td>Breakdown chances</td><td>Low</td><td>High</td></tr>
<tr><td>Quality Issues</td><td>Low</td><td>High</td></tr>
<tr><td>Lead time predictability</td><td>High</td><td>Low</td></tr>
<tr><td>Supply sources</td><td>High</td><td>Low</td></tr>
<tr><td>Standardized</td><td>High</td><td>Low</td></tr>
<tr><td>Capacity</td><td>High</td><td>Low</td></tr>
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<tr><td>Understanding of the various Auction processes</td><td>
Strategies:
a. English auction (not blind)
b. Dutch Flower auction (blind)
Types:
a. English auction
b. English reverse auction
c. Dutch flower auction
d. Dutch flower reverse auction
e. Sealed first price auction
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<tr><td>MARS Inc.</td><td>
Combinatorial auction process was decided by MARS because:
a. They wanted to allow their suppliers to exploit “Economies of scale”
b. This is beneficial to supplier as they can participate based on their strengths.
c. It benefits MARS as they enjoy benefits due to supplier’s economies of scale and subsequently their bids.
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