



SUPPLY CHAIN & OPERATIONS
IN EMERGING MARKETS

CEL FUTURE SUPPLY CHAIN TALENT CHAMPIONSHIP

ROUND 3



THE FINAL ROUND CONTAINS TWO PARTS:

1. ANALYSIS

Time: 10:00 - 12:00 (duration: 2 hours) 

INTRODUCTION

As a supply chain analyst, you have gone through a tough job to clean and analyze all the given data on the current situation of the company.

Now, there is a new challenge.

At the end of this year, Mr. Phuong Minh wants you to do a procurement review given the brochures he received from new suppliers. Some of them have just entered Vietnam's market, and offer different services than current suppliers (lead time, order quantity, etc) at different costs.

Your task is to go through their expected performance and recommend Mr. Phuong Minh which is the best supplier for each SKU.

INPUTS

	DATASET NAME	DESCRIPTION
1	Company Product Parameters	Information of products: <ul style="list-style-type: none">• Total order quantity in kg• Daily demand in kg (average, standard deviation)• Sales price per kg• Storage cost per kg• Outbound cost per kg
2	Supplier List Parameters	Information of suppliers: <ul style="list-style-type: none">• Type of supplier (current or new)• Lead time (average, standard deviation)• Purchase price per kg• Inbound cost per kg• Order quantity in kg Order Quantity is the fixed order size by SKU that suppliers require every time a new order is placed.

TASK AND TEMPLATE DELIVERABLE

In the supplier list, you are given all the suppliers parameter by SKU. To recommend Mr. Phuong Minh which supplier the company should select for each SKU, you will need to consider all the information given.

You are requested to define a new service level target for each SKU and calculate the estimated profit, considering the suppliers you have selected.

In addition, here is some important information that you will need to consider to define the sourcing strategy for each SKU:

- SKU01, SKU10, SKU05 are popular products that face strong competition in the market. For these SKUs, the company strategy is to increase market share.
- SKU04, SKU11, SKU19 are products struggling with high fluctuation in demand. For these products, time to market is important since it helps the company to be responsive to demand variation.
- SKU02, SKU09, SKU13 have been the best selling SKUs of the company and are characterized by strong brand loyalty. The company knows that these products will have low competition in the coming years.

Requirement: Submit your work with the given template in the folder with the name following the format: CEL_R3_TeamID. The file must be saved in the format of ".csv" (Comma delimited) file. Note that each SKU should only have one supplier.

The deadline to submit files is 12:00pm.



2. PRESENTATION

Time: 13:00 - 15:00 (duration: 2 hours) 

The order of the presentation on stage will be randomly drawn at 13:00.
The presentation on stage will start at **15:15**.

Based on your results of Part 1 - Analysis, you are required to prepare a presentation to justify your sourcing strategy result and explain your approach, results, and choices. It is key that you structure the presentation to convince Mr. Phuong Minh of your suggestions: why did you choose this supplier as "best" and how it is relevant to your business in the presentation.

Noted that you are **not allowed** to change the results on the first part, once submitted.

Each team will have 10 minutes presentation and 10 minutes for Q&A. Teams are required to submit the presentation materials before the deadline.

The presentation on stage can be performed by one or more team members. However, all team members will be required to be on stage.

REQUIREMENTS:

- The maximum number of slides is 10, but make sure you can present all your content in the time available (10 minutes). We recommend aiming at a lower number of slides.
- The presentation should cover these points:
 - Summary of your analysis results and decision taken
 - Explanation of the general approach used
 - Justification of your choices and any trade-off that you had to consider
 - Optional: recommendation for future improvement, giving proper justification

The deadline to submit the presentation is 15:00

