

Instructions Assessment 1

Overview

Assessment 1 (External Supply Chain Analysis) is intended to test the students understanding of the materials covered between week 1 and week 3. The assessment requires analysing the supply chain of a focal manufacturing company. The task also requires showing an understanding of the different parts needed for delivering the product. This analysis will enhance the student's understanding of the issues often experienced when managing the internal and external supply chain which often fails to deliver the customers' needs. As part of the assessment, students will need to draw a detailed computerised process/ supply chain map/model which takes into perspective the core value adding steps internally as well as links between key members in the supply chain (customers and suppliers). Students are expected to focus and drill down on maximum two specific supply chain/ operations management topics such as:

1. Product characteristics in relation to quality and value stream design
2. Product and/ or process innovation (e.g. how innovation impacts the supply chain and the type(s) of product innovation categories this product went through during its lifecycle
3. Sustainability and greening of supply chain/ reverse logistics
4. Supply chain risk assessment
5. Business Process Reengineering and/ or continuous improvement
6. Relationship management with external entities
7. Barriers to process/ supply chain improvement
8. ...

It is expected that you familiarise yourself with relevant theory (peer reviewed journal articles) around maximum **TWO** of the above listed areas and analyse how these concepts are applied (or not) in the company of choice.

Report Style and Format

The project report should be in the format of a business report as you would submit to the CEO or management of any business, in a professional style.

The report must contain:

- Title Page
- Executive Summary
- Introduction
- Supply Chain Map & Description
- Address two supply chain topics
- Conclusion
- List of References
- Appendices as required

Note:

- **References and Appendices are to be excluded from your word count.**
- **Please also pay attention to Appendix A in the subject outline – Assessment Marking Criteria.**
- **Provide your case company together with 3 relevant peer reviewed journal articles in Week 2!!!**

Enjoy!!!