

SUPPLY CHAIN MANAGEMENT



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Short Description

SUPPLY CHAIN MANAGEMENT case study

Description

Q 3 Read the following case and answer the questions given at the end.

Case Study:

ABL is one of the leading Producers of medical instrumentation. It manufactures equipment for use in Hospital. This large, high tech machines cost significant amount. Each machine is tailored to hospital requirements and installed in a specially prepared space. These units are manufactured in ABL's plant in UK and shipped for installation to hospitals all around the world. ABL's Supply chain manager has passion for integrated supply chain management.

He and his team always have multiple improvement projects underway. Their goals up are:

- Bring the order to delivery cycle time down below three weeks. While improving quality and lower cost.**
- Involving product designer to change the design for easier manufacturing, installation and customization.**

- **Reducing supplier base so that 20 key supplier provide about 90 percent of supplier volume.**
- **Obtaining the same performance from the internal supplier that is expected of external.**
- **Involving suppliers in evaluation, design and analysis process.**
- **Using simple order transaction based on electronic media.**
- **Enhance Customer Satisfaction.**
- **Measures monitor and improve the same systematically.**

Currently ABL is using a state of the art ERP software couple with SCM functions. It has also developed information system for their suppliers. ABL has also lined up with expressway, a leading logistic company by which the delivery times are monitored continuously. ABL believes in delivering a perfect order.

Questions:

- 1. What is ABL's strategy for good supply chain Management?**
- 2. Give any two goals set up by ABL and list their implications on ABL.**
- 3. What is the software being use at ABL? Apply that software to theoretical used and explain.**
- 4. What is perfect order in this case?**

Details

- 1. Case study solved answers**
- 2. pdf/word**
- 3. Fully Solved with answers**