

Tuesday, 9.9.14 - SCMT309 2nd Lecture

Case 01: "Seneco Electronics" pg.72, Quiz Thursday 9/11

- Assignment 01 - DUE TUESDAY 9/16

- Major Supply Chain Issues
 - Supply Chain Networks:
 - The network facilities and supporting transportation is important
 - Increased complexity for organizations is a problem
 - Inventory Deployments
 - Inventory Duplication -
 - Bullwhip Effect - Manufacturer -> Warehouse/Wholesale -> Distributors -> Retail [A Network that is connected] ; at the end of the week the retailer will place an order, the wholesalers and distributors place orders in spurts; the supply chain effect is very rapid in production it looks like a bullwhip.
 - Collection and storage of vast amounts of data
 - Cost/Value
 - Efficiency (cost) and effectiveness (value) prevention of sub-optimization
 - Organizational Relationships
 - Tradeoffs and Optimization
 - Performance Measurement
 - Why and How
 - Technology
 - Challenge is to evaluate and successfully implement the technology
 - Transportation Management
 - Right product, Right time, right quantity, right quality, right cost, right destination
 - Supply chain Security
 - Concern and potential challenge since 9/11

□ CTPAT : Customs Trade Partnership against Terrorism - audit your entire supply chain

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□ The new Volkswagen factory in Germany video -

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□ END OF CHAPTER 1

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□ CHAPTER 2 - Role of Logistics in Supply Chain Management :

- Learning Objectives:
 - Understand the role and importance of logistics in private and public organizations
 - Discuss the impact of logistics on the economy and how effective logistics management contributes to the vitality of the economy
 - Understand the value-added roles of logistics on both a macro and micro level.
 - Explain the relationships between logistics and other functional areas such as manufacturing, etc...

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- Fixed Cost, Variable Cost, Total Cost
 - $\text{Fixed Cost} + \text{Variable Cost} = \text{Total Cost}$

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- Figure 2.1 -

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□ UPS "That's Logistics" Advertisement - Example shown in class

- Companies are now using carbon footprints as differentiator

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- What is Logistics?
 - Military Logistics -
 - The design and integration of all aspects of support for the operational capability of the military forces (deployed or in garrison) and their equipment to ensure readiness, reliability, and efficiency.
 - Hannibal; Napoleon; World War II; Vietnam; Operation Desert Storm
 - Business Logistics -
 - That part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, service, and related information from point of use or consumption in order to meet customer requirements
 - Event Logistics -
 - The network of activities, facilities, and personnel required to organize, schedule, and deploy the resources for an event to take place and to efficiently withdraw after the event.
 - Service Logistics -
 - The acquisition, scheduling, and management of the facilities/assets, personnel, and materials to support and sustain a service operation or business.

◦ Table 2.1 - Logistics Definitions

- Value-Added roles of Logistics
 - Form Utility

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