

Future SCM Student CASE Challenge 2016



Company: SYMPHONY EYC d.o.o.
Tržaška cesta 515, Brezovica pri Ljubljani.

Business segment: Supply Chain Management

Name of Business Challenge:

EFFICIENT SUPPLY CHAIN AS A CHALLENGE FOR RETAILERS

Business Challenge - description

»Tourism of merchandise goods – TMG«, term used in practice by many retailers when referring to unnecessary movement, pileups, and other inefficiencies related to merchandise flow through the supply chain. There may be many reasons in retail industry that can cause this kind of tourism, for example: wrong forecasting and demand planning, inefficient procurement and purchase process, inefficient stock management, etc.

For many retailers TMG represents a big issue, resulting in high increase in costs related to daily SC operations. For this reason TMG presents many challenges to the retailers like: how to detect it on time, how to decide on the proper product assortment, how to organize SC processes so that costs of TMG would be reduced...

POSSIBLE SUBJECT ASPECTS:

While fostering creative solutions please note that the subject is related to the following business areas, and others:

1. Supply chain management in Retail Industry
2. Demand forecasting
3. Cost management in SC
4. Sourcing
5. Transport & Distribution

FORMAT SOLUTIONS: The final report should be written in the PDF format. The length of the report should contain max. 5 pages.

ASSESSMENT CRITERIA: We are looking for creative solutions with »out of the box« approach. *Please note:* while literature might be a relevant source (where external references should be cited in the report), you should formulate your own view on the subject.