**Operations and supply chain**

**Internal Assignment Applicable for June 2020 Examination**

**1. A beverage company based in United Kingdom is selling smoothies from pure raw fruit ingredients. It is been for a long time in UK with its revenues growing from $ 50 mn to $ 500 mn. It has decided to enter into Indian market. The company has plan to procure material from various geographies of potential suppliers. Suggest an entry strategy, procurement planning and operations excellence**.

**Answer**: Entry modes may vary from company to company or even for a single company depending upon a variety of factors as discussed

**2. A successful startup in India is into the customized bed solutions with focus on health to correct lifestyle disorders in travelling. It wants to expand its footprint PAN India by setting up its operations. Design a strategic approach to different aspects of the business it needs to follow for an effective logistics and supply chain strategies keeping in creating demand and servicing the market**.

**Answer**: In an ever-changing global environment, the complexity of business has multiplied at a fast pace. In this scenario, it becomes important to devise strategies for the direction taken by the business so as to enhance the performance of the organization. Every business has to evolve its strategy on the basis of the needs of the business in relation to its environment. Strategic planning helps the top management of an organization to assess the impact of current decisions on the future trends in business. At the time of devising the strategy, the top management should consider the external interests of the organization, the expectations of the

**3. The company ZINKO industries Ltd is a major B2B player and is a family managed in the Mumbai and want to expand its chemical business. The company is wanting to move into the B2C business and need to have the business plan with key focus on operations and supply chain strategies for chemical business. The company wants to produce pack sizes ranging from, 500 ml, 1 liter and 5 liter packs for the B2C market. The company wanted to have product differentiation to scale up its operations.**

**a. Describe what kind of operations and supply chain strategies the company need to follow and market entry, expansion and development strategies.**

**b. What are the strategies that will help the company to achieve business success and growth excellence?**

**Answer**: a) As mentioned in the question, ZINKO industries limited is a major B2B player, planning to enter in B2C business. It is not easy to change your business model and you need to work on various strategies such as operations and supply chain strategies, entry strategy, expansion strategy etc.

As the company is a new player in B2C segment, it should focus on below operations and supply chain

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