**Internal Assignment**

**Advanced Supply Chain Management**

**1. Maxx Industries experiences seasonal demand for its premium products. Meeting such demand can be costly because of high prices of special chemicals and additives needed for manufacturing premium products. In your opinion what type of planning could help Maxx Industry deal with these constraints to determine the correct levels of inventory and production?**

**Ans 1.**

**Introduction**

The method of marketing to get a complete knowledge of the concept of marketing and its connection to the management and development of products. In general, the marketing practices are based on the following steps:

1. Researching to determine the wants and needs of customers.
2. Targeting, segmentation, and positioning.

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**2. Define sourcing strategies that could aid the supply chain manager at Maxx Industry to find out the top quality products and at the lowest cost from the most trusted supplier.**

**Ans 2.**

**Introduction**

Strategic sourcing is a method of managing supply chains that outlines the method of gathering information and utilized so that an organization can make use of its purchasing power in a consolidated manner to identify the highest possible value in the market and match its purchasing strategy with business goals.

Strategic Sourcing is gaining popularity and has caused supply chain and procurement processes to change. It is a process of analyzing what companies purchase from who, at what cost, and in what quantity. Strategic sourcing is different to conventional purchasing in that it emphasizes more than just the initial

**3. Maxx Industry stocks paint in its warehouse and sells it at its numerous outlets. The manager of the warehouse estimates that the demand for quarterly is 2500 liters of paint. an annual cost of 0.75 per Liter, and an ordering price that is Rs.150 for each order.**

**a. If the aim of the warehouse manager is to maintain the cost of inventory to a at a minimum, then what is his ideal order quantity? (5 Marks)**

**b. In the event that Maxx Industry works for 311 days in a calendar year then what is the amount of orders made in a year, and the period between orders (order cycle) in days?**