**Supply Chain Management**

**June 2022 Examination**

**Q1. ITC has been changing their foot print of warehouses in the recent years. ITC operates a diversified business model and have evolved over the decades building warehouses to support their production and also to distribute goods to their distributors. This has lead to a lot of cost/service imbalance. They are looking at reducing number of warehouses, automating warehouses and in some cases combining their distribution warehouse along with the factory warehouse. Their aim is to keep the warehouses operationally flexible and agile to meet modern day business needs. Describe distribution network design with ITC business model as background? (10 Marks)**

# Answer 1

## Introduction

Provided the everyday struggles in preserving market share and leadership, CPG business has chosen special network arrangements to tweak their distribution network-- one that provides the least total price of possession, offers outsourced documentation, requires to supply of insightful commentary, and enhances profits by taking nonfinancial and calculated risks right into account. Brands and merchants use our Integrated Routing Algorithms to accomplish functional sustainability, cost-effectiveness, and business placement. ITC InfoTech uses an understanding

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# Q2. A lot of Masks, Sanitizer manufacturers have come up in last two years due to covid. Their business was seeing a massive boom which allowed as many players entry into the market. Now with situation getting better they are faced with competition to keep right level of stock for different items like PPE Kits, Sanitizers, Test Kits, Covid related OTC medication etc. Lot of stock could drain their profits as items have shelf life and if stocks are not available customers would be lost. Recommend how you would approach safety stock maintenance in such market situation? (10 Marks)

# Answer 2

## Introduction

One of the most vital means to mitigate the transmission of this infection and other infectious health problems is to release Personal Protective Tools (PPE). In its COVID-19 PPE referrals, it recommends using a medical mask, sunglasses or a balaclava, a dress, and handwear covers as PPE. During the aerosol-based surgical procedure, the surgical mask is replaced with an N95 or FFP2/ 3 breathing mask with a greater level of filtering than the breathing mask. With a slight

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# Q3. “Snack Dunia” is a fast food outlet. They operate morning breakfast hours which is Parathas of different types and in the evening several types of north and south Indian snacks. They have high variety of final products from limited number of common materials.

# a. Describe aggregate planning and role of aggregate planning? (5 Marks)

# Answer 3a

## Introduction

Integrated planning consists of details on what a business needs to do, from sales forecasting to production and packaging to customer care. It determines whether the organization has the excess capacity or ability at any provided time. Accumulated Production Planning (APP) is a

**b. Describe and apply aggregate planning strategies in this case situation? (5 Marks)**

**Answer 3b.**

**Introduction**

They have accumulated planning strategies for "Treat Dunia" that can operate morning breakfast hours which are Parathas of various types, and in the evening, several kinds of north and south Indian snacks. To maximize success, it is the strategy of stabilizing a firm's capability and