**Operations and Supply Chain Strategies**

**September 2022 Examination**

**Q1. Mr. Patel is supply chain manager at V-Mart one of the leading retail organization. In the initial days of COVID 19 there was sudden rise in demand of FMCG products. It was different kind of the disruption for the retail industry. In such scenario every business required some competitive edge to sustain in market. Discuss different supply chain drivers with Mr. Patel that ultimately helps V Mart to enables entire supply chain.**

**Ans 1.**

**Introduction**

V-Mart believes that an efficient supply chain management system is at the heart of retail operations and it is very essential to strike an optimum balance between the appropriate amount of inventory, while providing products in every store in accordance with customers' needs, as well as the reduction of operational costs. Its full Enterprise Resource Planning ("ERP") backed supply chain management system is comprised of planning buying, merchandising standardization, management of vendors, logistics, quality control pilferage control, replacement

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**Q2. Mr. Mittal was working with reputed tuition classes and having rich experience in teaching. One day innovative idea came to his mind to start online classes. This idea will give Mr. Mittal more students and better geographic reach. Suddenly he left the job and started his online classes business. He struggle a lot in initial days of business but later he manage his business in break even. Explain existing situation of online learning classes with respected to industry life cycle.**

**Ans 2.**

**Introduction**

The combination of education and internet allows individuals to enhance their skill sets which has led to the explosive growth of online learning over the past decade. Since the COVID-19 virus outbreak, online learning has become a more significant factor in the lives of individuals. This epidemic has forced schools, universities, and companies to work remotely, which booms the usage of online learning. Before the pandemic started, Research and Markets [forecast](https://www.researchandmarkets.com/reports/4876815/online-education-market-and-global-forecast-by?utm_source=dynamic&utm_medium=BW&utm_code=nvzl68&utm_campaign=1334853+-+$350+Billion+Online+Education+Market:+Global+Forecast+to+2025+by+End+User,+Learning+Mode+(Self-Paced,+Instructor+Led),+Technology,+Country,+Company&utm_exec=chdo54bwd) the market for online education to be worth $350 billion by 2025. These numbers could be updated

**Q3. ABC Ltd Tourism Company running business from last fifteen years and have many good clients. Company also operated offices in multiple cities. But due to COVID 19 company faced a lots of challenges. Because of such pandemic situation people were not traveling and not using any of company’s service. At the same time company was not able to generate revenue and not able provide salaries to employees.**

**a. You are appointed as business consultant in the organization. Suggest some corporate level strategies that ultimately helps them.**

**Ans 3a.**

**Introduction**

Success in business isn't an unplanned event. Success is dependent on preparation, planning, and execution. All of it starts by creating a strategy for business. More specifically, it all starts with defining business's corporate level strategy. The corporate levels of [strategizing](https://getsling.com/blog/strategy-implementation/) is part of a process with multiple levels that

**Q3b. Should company use retrenchment strategy or not? Discuss.**

**Ans 3b.**

**Introduction**

Yes, the company must implement a retrenchment plan, but in the correct manner. Its effect should not be on employees. Retrenchment is an approach used by businesses to get an increase in their financial position by either reducing or cutting costs that they incur in their operations