**Supply Chain Management**

**June 2023 Examination**

**1. “Elixir Pharma” took to home delivery of medicines as a response to Covid situation. But the model remained as a feature after Covid situation changed. With business growth new challenges showed up like delay in delivery, wrong items getting delivered, returns and re-deliveries, out of stock of some items, while some other items are over stocked, moving goods between pharmacies to get inventory in balance. Transportation and warehousing costs are on the rise which leads to thinning of margins. How can they leverage various supply chain drivers to meet their objective of “better service at optimum cost”?**

**Ans 1.**

**Introduction:**

Supply chain management is a critical aspect of any business, as it is essential to ensure the organization operates successfully and effectively. The Covid-19 pandemic has caused significant disruptions in supply chain management worldwide. As a result, many groups have had to adjust their supply chain techniques to stay operational. One such organization is Elixir Pharma, which commenced offering domestic delivery of medicines in response to the Covid-19 situation. But, the version remained a feature even after the Covid situation changed. as the business grew, new challenges emerged, including shipping delays, wrong objects getting added,

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**2. “Fresh” is a fresh fruit shopping chain. Their specialty is organically grown and seasonal fruits. They now operate about 10 outlets in Pune. Fruits are obtained from farmers within and near-by states with which they have sourcing arrangements. Responding to newer business models, they have deployed “Freshonline.com” with regular sets of clients that promise home delivery within 2 hours within city limits. Customer base in expanding at their outlets and with online model. Business increase is also bringing with it mixed bag of challenges due to issues with increasing costs, freshness related problems, quality issues, delays in delivery, non-availability of right stocks etc. Their aim is to reach lean and agile value chain over next 2 years. Prepare a road map to enable them transition levels of supply chain improvement to be lean and agile value chain with few examples?**

**Ans 2.**

**Introduction:**

Fresh is a new fruit shopping chain specializing in organically grown and seasonal results. They operate approximately ten shops in Pune and source their fruits from farmers within and nearby states with which they have sourcing arrangements. They also deployed "Freshonline.com" to cater to their regular clients with a promise of home shipping within 2 hours within city limits. However, as its consumer base expands, they face challenges such as increasing costs, freshness-related issues, significant problems, delays in transport, and non-availability of the right shares.

**3. “Second Childhood” is a senior citizen township which provides all types of amenities from housing, boarding, medical facilities, fitness needs, diet needs, entertainment etc. It houses about 1000 families in a vast campus of about 100 acres. They need to forecast various needs from catering needs, medicines, facility capacity, human resources need etc.**

**a. Describe steps in demand forecasting in this case situation?**

**Ans 3a.**

**Introduction:**

Second childhood is a senior citizen township that caters to the needs of elderly citizens. Demand forecasting is essential in predicting future desires and planning in this situation. With a substantial campus and multiple amenities, forecasting demand for various services and resources is crucial to ensure clean operations

**b. Describe methods of demand forecasting**

**Ans 3b.**

**Introduction:**

Demand forecasting is a critical factor in business planning and management. Correct demand forecasting allows organizations to make informed decisions about resource allocation, production-making plans, and stock control. Within the case of "2nd adolescence," a senior citizen township, demand forecasting is crucial to ensure that they can provide adequate