**Supply Chain Management**

**September 2023 Examination**

**1. “Vidyut” is a electric bike start up which commenced operation in 2015. They cater to low power vehicle for town ride. Their focus is Max 30 Kms speed limit vehicles which give maximum mileage of 40 Kms per full charge. Price point is also matching this basic specification. With the city traffic increasing, they are seeing good volume increase for their e-bikes. There are about 6 variants in their portfolio currently in addition to old models launched in the past. The need they face is distribution of replacement batteries, maintenance parts in addition to vehicle itself. They have high business activity in Bangalore, Mangalore, Mysore etc. They have home pickup and delivery for regular service customers.**

**Describe any 3 types of distribution network design they can look at to cater to the sales of vehicle, batteries, spare parts and also service provision? (10 Marks)**

**Ans:**

**Introduction:**

Vidyut, an electric bike startup, has been operating since 2015, specializing in low-power town-trip vehicles. With a focus on cars with a maximum speed limit of 30 km/h and a mileage of 40 km in line with the total price, Vidyut has successfully located itself within the market with affordable prices. As city traffic increases, the demand for their e-bikes has been steadily rising. However, Vidyut must establish a sturdy distribution network to effectively fulfill their customers' desires to sell vehicles, batteries, spare elements, and carrier provisions. In this text, we will discover three forms of distribution community designs that Vidyut can consider to cater to its various product offerings and ensure client It is only half solved

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**2. “NAVRASA” ice-creams have 100+ varieties of flavors and pack sizes. They also come up with new variants of flavors, innovative pack designs and also graphics on packs. Increase in variety leads to short life cycle, out of stock and some huge stock which needs to be disposed as well. The immediate step they want to address is to ensure availability before they move on with other phases of improvement. Recommend how you would approach safety stock maintenance for NAVRASA? (10 Marks) –**

**Ans:**

**Introduction:**

NAVRASA, a renowned ice cream brand, boasts diverse flavors and p.c. Sizes, providing customers with many choices. With their commitment to innovation, they regularly introduce new taste variants and specific % designs, incorporating appealing photos. Even as this approach has undoubtedly delighted customers, it has also presented challenges in inventory management. The expanded range has ended in shorter product life cycles, out-of-inventory situations, and the accumulation of extra inventory that requires disposal. To address those problems, NAVRASA acknowledges the need to ensure product availability before embarking on different phases of

**3. “Viswakarma” is building materials manufacturers. They make Tiles, Bricks, Canopy from nature friendly, light weight, re-usable, durable materials. They have high variety of finished products from limited number of raw materials.**

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

**Ans:**

**Introduction:**

Aggregate planning is a strategic management process that includes growing an ordinary plan for allocating resources and determining production levels over a specified time horizon. It is a crucial function in operations management and is essential in balancing delivery and demand while optimizing various factors such as cost, capacity, and customer support levels. In

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

**Ans:**

**Introduction**

Aggregate planning is a strategic technique that includes planning and dealing with an organization's general production and capability to satisfy demand while minimizing costs. In the case of Viswakarma, a building substances producer that produces tiles, bricks, and canopies using nature-friendly, lightweight, reusable, and durable materials, aggregate planning strategies