**Advance Supply Chain Management**

**December 2023**

**Q.1 AquaFilter, a manufacturer of water purifier, operates in a crowded market where several other water purifiers are present. Discuss, a planning tool and its various methods, that may helpAquaFilter in discovering the uncertainties of future and provide a competitive edge. (10 marks)**

**Ans 1.**

**Introduction:**

In the complex world of the 21st century, businesses operate in an ever-evolving landscape brimming with uncertainties. For AquaFilter, a water purifier manufacturer, these uncertainties are multiplied due to the intense competition and the rapidly changing consumer preferences in their market. To gain a competitive edge, it becomes indispensable for AquaFilter to not just respond to change but to anticipate it. One way to achieve this is through meticulous planning and leveraging tools designed to navigate the unpredictable waters of future events and market shifts. The tool in focus here will aid AquaFilter in

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**Q.2 AquaFilter approaches you for implementing Aggregate Planning. Discuss, what four elements that you will suggest AquaFilter should follow and the trade-offs it has to make for aneffective aggregate planning strategy. (10 marks)**

**Ans 2.**

**Introduction:**

In the increasingly complex world of manufacturing and supply chain, a company's ability to anticipate demand and align its production capabilities can significantly influence its market standing. Aggregate planning, a crucial tool in supply chain management, focuses on striking a balance between demand and supply, ensuring optimal production while minimizing costs. For a company like AquaFilter, operating in a competitive environment, mastering aggregate planning could spell the difference between leading the market and being a follower. This essay sheds light on the core elements AquaFilter should consider when implementing

**Q.3 Maruti Suzuki has been steadily increasing the localization of its components, which meansusing more locally-sourced materials. This helps to reduce the company's dependence onimported materials, which can be more expensive and less reliable.**

**a) Discuss successful sourcing strategies that may help an organization in efficient procurement process. (5 marks)**

**Ans 3a.**

**Introduction**

Localization of components, as showcased by Maruti Suzuki's strategic move, offers organizations a competitive advantage in terms of cost reduction, supply reliability, and faster market responsiveness. The pivot from relying on imported materials to locally-sourced ones is not merely a procurement decision but a broader strategic initiative. An efficient sourcing strategy lies at the heart of such transformations, ensuring not just cost benefits but also

**b) Since sourcing has a direct impact on the performance of an organization, what four stages of sourcing decision would you recommend while making “Make or Buy” decisionprocess?**

**Ans 3b.**

**Introduction:**

The "Make or Buy" decision is a pivotal juncture in an organization's strategic planning, influencing not only its operational efficiency but also its competitive positioning in the market. This decision dictates whether a company should manufacture a product or component in-house ("make") or procure it from external suppliers ("buy"). Given its profound implications on costs, quality, and supply chain dynamics, a structured approach