**Supply Chain Management**

**December 2023 Examination**

**1. “Fast Fashion”, a new generation fashion and utility wear network of stores, has about 200 high end fashion stores in the country. They have heir own brand which appeals to youngsters and kids. They plan to expand to 500 stores by the year 2025. Along with this growth plan, they already are facing delays in getting stock, stock out situations, higher cost due to stocks not arriving within season, quality issue with apparel manufacturers etc. They want to open new stores and also optimize cost along with higher service. How can they leverage various supply chain drivers to meet their objective by 2025? (10 Marks)**

**Ans 1.**

**Introduction**

The dynamic landscape of the fashion industry demands agility, precision, and foresight in supply chain management. "Fast Fashion," despite its impressive reach and brand appeal, grapples with significant supply chain challenges as it aspires to more than double its store count by 2025. Timely stock delivery, cost optimization, and consistent product quality are fundamental to its growth and reputation. Addressing these concerns requires an in-depth understanding and strategic leverage of supply chain drivers. These drivers, when meticulously orchestrated, can

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**2. “Drunken Monkey” is a fast food and healthy snack chain. They are a post covid start up by fresh graduates and technocrats. Being creative thinkers, they have expanded to about 6 locations within the city. They plan is to put up 6 more stores within next year. Brand has picked up well but due to lack of sufficient experience they are already facing cost issues, sourcing is not able to meet customer demand, not able to meet required heathy snack demand. With more customers visiting outlets, non-availability is leading to negative social media reviews which is an issue for their brand and growth plan. They are aiming at making their process agile to meet increasing and variable demand. Also make the business lean so that profits can be maintained while growing number of stores. How will they transition through different stages to reach LEAN and AGILE value chain stage? (10 Marks)**

**Ans 2.**

**Introduction**

In the dynamic landscape of the food and beverage industry, "Drunken Monkey" has emerged as a promising new entrant, driven by innovative thinkers and a unique value proposition. The post-Covid era has brought with it both challenges and opportunities, with businesses navigating uncertain demand patterns, supply chain disruptions, and evolving consumer behaviors. For "Drunken Monkey," while rapid growth speaks to its potential, operational bottlenecks hint

**3. “Winners” are a sports tourism agency who under take guided sports tourism package around major events like IPL, Football World Cup, F1 races and even smaller European and American sports / games events. They need to forecast from number of potential tourism package bookings, visa needs, travel bookings, organize stay, food etc.**

**a. Describe steps in demand forecasting in this case situation. (5 Marks)**

**Ans 3a.**

**Introduction**

"Winners" stands at the intersection of two exhilarating industries: sports and tourism. However, orchestrating seamless experiences around colossal events like the Football World Cup or the IPL isn't straightforward. The unpredictable nature of sports outcomes, coupled with dynamic fan behaviors, makes demand forecasting a vital tool for success. Accurately predicting demand ensures that fans have an impeccable experience, while "Winners" can optimize resources, minimize costs,