

Global Supply Chain Management Simulation

Introduction

YEAR 1

Design Room

Forecasting Room

Production Room

Procurement

Suppliers

Scorecard

Scorecard

Year: 1

Profit: \$1

Units

Decision History

Production Room

Congratulations, You have successfully given the board your demand estimates. You now need to make some key decisions on how to fulfill this demand.

To increase production flexibility, management has decided to outsource all manufacturing, and four contract manufacturers have been identified. Casey will provide you with some additional information on the four manufacturers and their policies.

Talk to Procurement



Previous

Casey

Place your orders with the suppliers you want to use. Let me know if you would like to alter your orders in the Suppliers area of the Production Room. One thing you should know is that I'll be on a Mediterranean cruise for the next month or so. Good luck!

You can place orders with one or more of the four suppliers. As you consider which suppliers to choose, consider lead times, set-up costs, and capacities.

Keep a watchful eye on inventory levels, as it will cost you to carry units that are not sold into the same month, and excess inventory at the end of the year is liquidated below cost.

Marketing Opportunity



Jessica
Marketing

Good morning. I am Jessica from the Marketing Department. We have an exciting opportunity coming up, and I need your decision.

We are thinking of creating an annual conference called CELLDEX. This conference would allow us to showcase our new models and collect valuable customer feedback.

Hosting CELLDEX would allow us to obtain some new demand estimates for some of our mobile phone lines. These estimates would be much more accurate than the numbers that we have today.

The upside is that if we get your approval now, we can set up the event for the end of March and automatically insert new and better demand estimates directly into your production schedule at the beginning of April.

The downside to creating this event is that it will be very expensive to set up, as we would need to create a global industry event from scratch. Our current budget for such an event calls for \$2,000,000.

Would you like us to set up this industry conference for \$2,000,000?

Yes

No

**after continuing, you may not change the decision for this year*

Harvard Global Supply Chain Simulation Solutions

G Orfield



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